

Matthew L. Ritter

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Professional Experience	Woodcock Washburn LLP • Philadelphia, PA <i>Marketing Services Manager</i>	<i>Jun. 09 - present</i>
	<ul style="list-style-type: none">• Direct and implement marketing services for a national intellectual property law firm• Facilitate the development of 15 client-focused teams and provide ongoing support• Serve on the firm's Business Development Committee to drive strategic firm initiatives• Manage the RFP/proposal process—resulting in new clients including a Fortune 15 company• Travel to satellite offices to support important firm initiatives• Lead a committee established to oversee the redesign of firm website• Interface with consultants, outside vendors, and reporters	
	<i>Marketing Coordinator</i>	<i>Apr. 08 - Jun. 09</i>
	<ul style="list-style-type: none">• Draft press releases and copy for website and brochures• Maintain firm website and CRM database• Assist attorneys in the RFP/pitch process and conduct market research	
	Dechert LLP • Philadelphia, PA <i>Marketing Assistant</i>	<i>Sep. 05 - Mar. 08</i>
	<ul style="list-style-type: none">• Managed two websites for international law firm• Created and edited presentation booklets and PowerPoint presentations for clients and prospects• Played central role in the development of new website features and functionalities• Assisted marketing managers in the RFP/pitch process and with legal rankings surveys• Built and distributed broadcast e-mails and electronic client communications• Trained firmwide users in the operation of two remote publishing tools	
	<i>Marketing Intern</i>	<i>Mar. 05 - Sep. 05</i>
	<ul style="list-style-type: none">• Developed and distributed firmwide internal newsletter and bi-monthly press book• Updated content and proofed website for accuracy• Assisted in the management of client contact data through firm's CRM software	
	Internet Order LLC • Philadelphia, PA <i>Marketing Analyst & Creative Specialist</i>	<i>Sep. 04 - Mar. 05</i>
	<ul style="list-style-type: none">• Developed copy for direct mailings and online advertisements• Designed new website landing pages to attract e-commerce sales• Consulted directly with vice president of marketing on long-term company objectives	
<i>Marketing Intern</i>	<i>Mar. 04 - Sep. 04</i>	
<ul style="list-style-type: none">• Produced reports using marketing data collected through proprietary metrics software• Tracked e-commerce sales across multiple websites		
Harleysville Chiropractic Center • Harleysville, PA <i>Office Clerk</i>	<i>Aug. 01 - Feb. 04</i>	
<ul style="list-style-type: none">• Researched and implement practice's first patient relationship management software• Developed and published advertising collateral• Managed patient accounts and corresponded directly with insurance companies		

Education	Temple University, Philadelphia, PA Fox School of Business , Graduate student in the part-time Professional MBA Program (PMBA) at Fox School	
	Drexel University, Philadelphia, PA LeBow College of Business , Bachelor of Science in Business Administration	<i>Sep. 03 - Dec. 06</i>
	Major: Business Administration, Marketing Concentration, GPA: 3.1	
	Montgomery County Community College, Blue Bell, PA Major: Business Administration, GPA: 3.5	<i>Sep. 01 - Aug. 03</i>

Computer Skills	MS Word, MS Excel, MS PowerPoint, Adobe Acrobat, Adobe Photoshop, Adobe InDesign, Adobe Illustrator, website remote publishing tools, CRM software systems, basic HTML coding	
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Awards and Memberships	Legal Marketing Association	<i>Apr. 08 - Present</i>
	Delaware Valley Law Firm Marketing Group	<i>Mar. 05 - Present</i>
	Dean's Scholarship, Drexel University	<i>Sep. 03 - Dec. 06</i>
	Dean's List, Montgomery County Community College	<i>Sep. 01 - Sep. 03</i>