

# MATTHEW O. BRIMER

Entrepreneur // Strategist // Designer // Consultant

mobrimer@gmail.com | mobrimer.com | facebook.com/brimer | twitter.com/brimer | linkedin.com/in/mobrimer | 314.920.5052

---

## EDUCATION

Yale University, Jonathan Edwards College, New Haven, CT (2005-9)

- *B.A., Sociology, Intensive Major (2009) ~ GPA: 3.43/4.0*
- *Summers in Germany/Switzerland, Ireland & New Haven*

University of Konstanz, Kongsanz, Germany, *Internationale Bodensee Hochschule (2006)*

Lindbergh High School, Saint Louis, MO (2001-5)

- *International Baccalaureate Programme (2005) ~ GPA: 4.0/4.0, SAT: 770 Verbal, 690 Math*

## WORK EXPERIENCE

GoCrossCampus / PickTeams, *Co-Founder & Chief Marketing Officer (2007-9)*

- *Grand Prize, 2008 Yale Achievement in Digital Innovation Award*
- *2007 and 2008 Innovation Pipeline Award, Connecticut Technology Council*
- *Featured in The New York Times, National Public Radio, MTV News, Sports Illustrated, Inc. Magazine and CBS News*
- *Raised \$1.5 million in Series A venture capital financing*

PickTeams is the leading platform for team-based online games, consisting of GoCrossCampus, the top college gaming site, and several other gaming properties. I managed a team of associates, leading strategy and execution for user acquisition and retention, branding, PR, social media, corporate partnerships, market research, rich media content creation, campus marketing, user feedback, site analytics, and product development priorities. Working closely with my team, I also innovated new business and development strategies, including product design, product marketing, and establishment of best practices.

Yale Office of Digital Dissemination, *Research & Strategy Consultant (2009)*

The center of Yale's effort to extend its educational mission to people around the globe by selectively using new digital tools to disseminate its intellectual treasury. Currently experimenting with key digital programs that leverage Yale's strengths, establishing strong metrics to learn where future investment is best made. I conduct research, plan strategy, and execute on projects related to social media, academic video, open courseware, and international collaboration.

Aloysius Properties, *Co-Founder & Director of Development (2006-7)*

A company I co-founded specializing in the procurement, auction and distribution of rare antique furniture from universities in the northeastern U.S. I managed sales, customer service, logistics, and business development. The company topped \$10,000 per month in revenue in Fall 2006, with over 50% net profit margins.

Apple, *Yale Campus Rep (2007-9)*

"An iPod wearing, concert throwing, iTunes giving, music blasting, MacBook toting, savvy talking, iMovie editing, pavement pounding, iLife living, iPhone using, student sales and marketing guru." All of the above and more.

Engraphix Architectural Signage, *Web Developer and Marketing/Technology Consultant (2007-9)*

Engraphix engineers and manufactures high-end architectural signage and provides complete custom fabrication services for retail, corporate and institutional clients nationwide. I provided strategy consulting, web design and development, photo editing, web hosting, email setup, and content management for Engraphix's corporate website and Wall Logos microsite.

Yale School of Music, *Photographer & Videographer (2009)*

Toured with a number of musicians as official photographer and videographer. Work included outreach concerts and special events at libraries, elementary schools, high schools, and colleges around Connecticut for the Music in Schools Initiative. Also provided design and layout services for a number of multimedia children's book projects.

Yale Department of Human Resources, *Internal Communications Associate (2007)*

Responsibilities included project management, administrative work, email and phone communication, graphic design, institutional research, interviewing employees, and editing. I also wrote for the campus-wide *Working@Yale* publication.

Yale Information Technology Services (ITS), *Client Support and Email Management (2005-6)*

Technical support technician for the ITS HelpDesk and assistant to the University Postmaster. Responsibilities included creation of new documentation, Mac support, problem resolution, Postmaster accounts management, and spam control.

## LEADERSHIP & EXTRACURRICULAR

### **Yale Entrepreneurial Society, Vice President & Chief Innovation Officer (2006-9)**

- *Coordinator, "The Project!" (annual YES business planning and execution initiative)*

A 501(c)3 nonprofit corporation with a 2,300+ membership of alumni, faculty, and students and an annual operating budget of over \$100,000. I led a staff of twelve students in the Dept. of Innovation, coordinating a number of efforts to foster entrepreneurship on campus and in the Yale alumni community.

### **The Artemis Project, Marketing/Research Coordinator, Development Board (2005-7)**

An interdisciplinary initiative seeking to promote the emerging field of transitional justice by creating a self-sustaining, broadly accessible and academically significant central repository for Truth Commission documents around the world. I helped spearhead the creation of a business plan, including background research and a venture capital presentation.

### **The Party of the Left (Yale Political Union), Treasurer & Graphic Designer (2006-9)**

- *Creator, Editor, and Graphic Designer, "The Hymnal of the Left"*

The Party of the Left hosted weekly formal debates on political philosophy and policy, seeking to develop a new vision of the American Left. My role focused on innovating new fundraising efforts, creating and managing a budget, and successfully bringing the Party to financial solvency for the first time since its founding. I also designed apparel and marketing materials.

### **PerSecondPodcast / OurAudio, Co-Founder, Flash Developer & Web Designer (2006)**

A website and Flash application I designed, built and marketed. OurAudio was a user-generated/user-evaluated community audio competition. We also sold podcast space through PerSecondPodcast, an online musical time capsule.

### **Yale Daily News, Staff Columnist, Business & Technology (2008-9)**

The oldest college daily newspaper in the country. My column ran each month, focusing on business, entrepreneurship, technology and culture.

### **Yale Undergraduate Computing Organization, Member (2006-9)**

YUCO is the premier computer science-focused undergraduate organization on campus, hosting guest speakers and special events for students and faculty throughout the year. I was an active member, attending many of the events and speakers, participating in online conversations on our email discussion list, and joining the regular club dinners.

### **Jonathan Edwards College Council, Freshman & Sophomore Representative (2005-7)**

With an annual operating budget of over \$15,000, the Council orchestrated capital improvements, concerts, movies, excursions, food, and clothing/merchandise design for the Jonathan Edwards community.

### **Jonathan Edwards College Printing Press, Staff Printer (2005-7)**

The most prolific and well-known of the College Presses. Experience in letterpress, screen-printing, and digital and manual graphic design. Past hired work includes custom posters and business cards, handmade on letterpress.