

# MORGAN MATHEY

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## Skills

- Social Media Digital Marketing
- Data Tracking and Trend Analysis
- Team Collaboration
- Advertising Campaign Assessment
- Verbal and Written Communication
- Problem-Solving

## Experience

05/2022 - Current  
D3 Corp  
Ocean City, MD

### Marketing Intern

- Researched and developed creative content for websites to promote brands in market.
- Supported marketing team in development and execution of promotional programs, displays and marketing collateral.
- Shadowed meetings and observed marketing director to grow professional experience.
- Managed social media campaigns via Sprout and updated and edited website under guidance of supervisor.
- Analyzed web traffic for performance and practiced search engine optimization to maximize efforts in creating brand awareness.

09/2021 - Current  
Salisbury University  
Salisbury, MD

### Peer Success Coach

- Promoted useful resources to facilitate coaching goals.
- Assessed students one-on-one to gauge interests and better meet changing demands.
- Counseled students directly on course choices, schedules and study habits.
- Encouraged students to carefully consider career options and related academic decisions based on personal strengths and goals.

08/2021 - 12/2021  
Salisbury University  
Guerrieri Student  
Salisbury, Maryland

### Student Intern

- Served as a marketing intern for the Center for Student Involvement and Leadership (CSIL)
- Collect and analyze data for future Guerrieri Student Union (GSU) events by surveying students and staff on campus
- Participated in weekly staff meetings and team building events.
- Cleaned and organized classrooms, materials and supplies.
- Coordinated successful student organization events and activities.

05/2020 - 10/2021  
85 N' Sunny  
Ocean City, Maryland

### Sales Representative

- Trained new employees about the companies' policies and procedures
- Created and implemented store displays, promoting sales and growth.
- Engaged positively with each customer, providing professional and polite support for sales and service needs.
- Collected payments and provided accurate change.
- Developed customized sales techniques to successfully sell and upsell services to new and existing clients.

## Education and Training

Expected in 05/2023  
Salisbury, MD

### Bachelor of Arts in Business Communications Salisbury University

- Dean's List Honoree Spring 2020-Spring 2022
- Major in Outdoor Educational Leadership
- Completed coursework in Advertising Campaigns, Conference and Meeting Management, Writing for the Professions, and Persuasion and Argumentation
- Completed coursework in Wilderness Emergency Care, Camp Leadership and Management and High and Low Ropes Course Facilitation
- Omicron Delta Kappa Member
- 3.7 GPA
- President of Public Relations Student Society of America (PRSSA)
- President of the Outdoor Club

## Websites, Portfolios, Profiles

- <https://morganmathey.wixsite.com/website>
- <https://www.linkedin.com/in/morgan-mathey-9770801b5/>
- <https://analytics.google.com/analytics/academy/certificate/mcKtBwRhT868pnT6ixzu-g>