

## MATT FITZPATRICK

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Marketing manager, specializing in branding and digital media. Able to develop unique opportunities for products and brands, while keeping the strategy and scope of the program in mind. Sound presentation skills, able to communicate to small personal groups and large masses. Adapts quickly to changing markets, trends, and technology.

### PROFICIENCIES

- Adobe Creative Suite; expertise with Photoshop, Illustrator, InDesign.
- Microsoft Office Suite; expertise with Word, Excel, and Powerpoint.
- Apple iWork Suite; expertise with Pages, Keynote, and Numbers.
- Web; full Wordpress builds, read and edit most CMS systems, read and code HTML, CSS, PHP, and Java.

### EDUCATION

#### WEBSTER UNIVERSITY, ST. LOUIS, MO

**BACHELORS OF ADVERTISING AND MARKETING COMMUNICATIONS** GRADUATED WITH HONORS, MAY 2010

### EXPERIENCE

#### ACCOUNT / MARKETING MANAGER, THE ABLE FEW, ST. LOUIS, MO

NOVEMBER 2012 - PRESENT

- Leader in account service and new business outreach for web and mobile application developer.
- Managed internal marketing for the firm, including social media updates, content creation, and event planning.
- Explored new opportunities for internal product development, and increased our presence in the market.
- Launched and maintained a new project management system, allowing for fluid, concise communication.
- Developed business plans and feature releases for clientele consisting of startups and new businesses in preparation for events like SXSW and capital fundraising conferences.
- Worked in a continuous release cycle, where many hands were on a single project and concise contact with the client is required to maintain the expected level of accuracy and excellence.

#### ACCOUNT MANAGER, CTM MEDIA GROUP, ST. LOUIS, MO

OCTOBER 2011 - NOVEMBER 2012

- Managed traditional and digital advertising placements for an array of clients, from independent restaurants and stores to Fortune 500 companies and major tourism attractions.
- Led expansion in the digital marketing realm, including growth of the brand on social media by over 100%.
- Introduced a new digital marketing medium to the St. Louis area. Facilitated placement in high end hotels and premium attractions. Increased digital reach in the St. Louis area to 2.5 million visitors annually.
- Developed print and digital material for local tourist attractions. Led the process from the initial consultation through change orders to the printing and deployment of the final product.

#### PROJECT DIRECTOR, 50 IN THE 314, ST. LOUIS, MO

JUNE 2010 - PRESENT

- Established and managed personal freelance advertising and branding outfit.
- Acted as a consultant, developed strategy, and created content for local businesses, charities, and agencies.
- Focused in graphic design, web development, copywriting, on-site promotion, and event planning.
- Went one-on-one with clients to discover their wants and needs, developed plans to better serve their brands, and assist in the implementation of these strategies.

#### INTERN, OSBORN & BARR, ST. LOUIS, MO

JUNE 2010 - AUGUST 2010

- Assisted in the creation and development of campaigns for this advertising and public relations firm.
- Worked with highly specialized clients where full research of the products and target market were necessary.

#### CONSUMER HOSPITALITY REP, ANHEUSER-BUSCH, ST. LOUIS, MO

SEPTEMBER 2006 - SEPTEMBER 2011

- Acted as brand ambassador for guests of Anheuser-Busch at the St. Louis Tour Center.
- Led tours of the brewery complex, educating visitors about the Anheuser-Busch brand and their portfolio.
- Coordinated projects among the staff, kept programs and day to day tasks running smoothly and efficiently.
- Promoted to Guest Service Specialist in fall of 2008.