

Matthew A. McWilliams

405-640-1619 • matt.mcwilliams28@gmail.com

EDUCATION

Oklahoma City University

2007-2011

Bachelors' of Science in Business with an emphasis in Marketing and Communications

Coursework includes – Consumer Behavior, Consultative Selling, Entertainment Business, International Business Strategies, Advertisement Planning, Media and Business Law

EXPERIENCE

Oklahoma City University

October 2011 – Present

Assistant Director of Marketing Services

- Advise and assist university departments on the development of their marketing plans, marketing collateral, and sponsorship opportunities
 - Including business, dance, exercise and sport science, law, music, nursing, religion and the Ralph Ellison Centennial Celebration
- Develop communication plans for undergraduate and graduate admissions to increase applicants and enrollment
 - Applicant pool up 10% since Jan. 2012
 - Fall 2012 enrollment numbers are the highest since 2009
- Oversee all social media and digital marketing, including messaging, scheduling, execution, and evaluation. Campaigns are mainly comprised of social media, digital media, and email marketing
 - Most recent digital campaign resulted in a 300% increase in event attendance
- Proactively researching cutting edge digital technologies and solutions
- Closely involved in university-wide rebranding initiative
- Manage the university's marketing and advertising budget
- Meet with vendors and advise university personnel of rates, schedules and options

In The Raw Sushi

August 2012 – Present

Social Media Consultant

- Established and manage all social media pages, promotions, and contest
- Responsible for developing, documenting, and implementing digital marketing strategies
- Collaborate in creating attractive front-of-house displays to market social media pages, special promotions, and new products

Oklahoma City Barons

April 2011 – October 2011

Account Executive

- Managed personal accounts and provided the highest level of customer service
- Sold season tickets, group outings, and mini plans to both corporate and individual prospects
- Worked in conjunction with the marketing team to create special promotions

Oklahoma City Thunder

August 2010 – May 2011

Marketing Associate

- Responsible for customer development and customer interaction
- Helped organize both game day and community outreach activities
- Worked with a team that sold over 1600 Kids Club memberships
- Helped develop the 2011-2012 Kids Club membership program

Bernstein-Shur Law Firm (Maine)

May 2010 – August 2011

Marketing Intern

- Managed and updated the firm's database management system
- Involved with the development of advertising strategy with 12 practice areas at the law firm
- Wrote company press releases and newsletters
- Maintained the Bernsteinshur.com website content and social media pages
- Planned and oversaw the new attorney photo shoot for 110 attorneys

OTHER ACTIVITIES

American Marketing Association – Oklahoma City Chapter Board of Directors (March 2013-Present)

2011-Present

- Responsible for recruitment and development of collegiate chapters
- Work as liaison between collegiate chapters and marketing professionals, scheduling on-campus presentations and workshops

Lambda Chi Alpha Fraternity

2007-2011

Vice President of Marketing and Public Relations (2010-2011)

- Developed a better image for the fraternity on campus and in the local community.
- Organized charity volleyball tournament raising over 1000 cans for the Oklahoma Regional Food Bank.

SKILLS

- | | |
|--------------------------|--|
| • Business Communication | • Client Relations |
| • Social Media | • Proficient in Adobe Photoshop and InDesign |
| • Digital Media | • Proficient in Microsoft Office for both Mac and PC |
| • Database Management | |

PERSONAL

- Volunteer Service: Relay for Life Cancer Walk, Thunder Holiday Assist, and Oklahoma Regional Food Bank
- Interests: Sporting events, golf, football, traveling, statistics