**Matthew V. Le**

180 Kingston Drive • East Hartford, CT 06118

(860) 416-3168 • [Matthew.vle@gmail.com](mailto:Matthew.vle@gmail.com)

**Highly Motivated Marketing / Communications / Business Major**

Comfortable working in a team environment and communicating effectively across all levels to get the group to work toward accomplishing a common goal. Highly committed to exceeding performance expectations and add to the success of an organization.

**Professional Experience**

AMERICAN EAGLE FEDERAL CREDIT UNION **•** East Hartford, CT June 2010–Present

**Marketing Assistant**

• Coordinated and assisted with the marketing activities that included advertising, direct mailing, printings, customer events, and trade shows.

• Developed and tracked progress of marketing campaigns and materials on marketing and communications to be easily accessed internally.

• Supported in making strategic decision for campaigns and events

• Frequently communicated with vendors to coordinate advertising materials on a daily basis .

• Developed content, maintained, updated and utilized main website and social media site on a daily basis.

• Conducted research on Internet ad campaigns, identified solutions, and reported results to team leaders.

• Effectively and efficiently demonstrated skills of time management and ability to manage several projects at once.

UNIVERSITY OF HARTFORD OFFICE OF ANNUAL GIVING **•** West Hartford, CT Aug. 2009–May 2011

**Telemarketer**

• Communicate to prospects about the changes on campus.

• Handle financial transactions and personal information (addresses, credit cards).

• Inform prospects about different programs and foundations relating to the university.

**Education**

**Bachelor of Science in Marketing • Minor in Advertising and Public Relations**•2011

**Associate Degree in General Studies**•2009

University of Hartford **•**West Hartford, CT

***Completed Coursework:*** • Advertising & Copywriting • Management Operations

• Business Law • Marketing Research

• Consumer Behavior • Marketing Strategies

• Marketing Communications • Strategic Management

• Public Relations • Statistics

NCAA Division I Cross Country and Track and Field Student Athlete