

# Matthew Borchick

Putnam Valley, NY | New York, NY

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## OBJECTIVE

Entry-level marketing professional with hands-on experience in digital marketing, content creation, and customer outreach. Strong communicator with a background in analytics, client engagement, and brand support. Seeking to contribute to a collaborative marketing team while continuing to grow professionally.

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## EDUCATION

Coastal Carolina University, Conway, SC

Bachelor of Science in Business Administration – Marketing (Dec 2024)

GPA: 3.39

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## HONORS, LEADERSHIP & CERTIFICATIONS

- Dean's List Academic Honors Recipient
  - Google Analytics Certification (Nov 2024)
  - HubSpot Inbound Marketing Certification (Nov 2024)
  - Digital Advertising Certification (Nov 2024)
  - CITI Program Certification in Human Subjects Research (May 2023)
  - NY & CT Life and Health Insurance Producer Licenses
  - Alumni Member, Kappa Sigma Fraternity (Nov 2021 – Present)
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## PROFESSIONAL EXPERIENCE

### Bankers Life, Danbury, CT

#### Financial Services Professional | July 2025 – November 2025

- Earned NY and CT Life & Health Insurance licenses within 14 days of hire.
- Conducted door-to-door outreach and cold calling to educate clients on Medicare and insurance products.
- Presented complex financial and insurance concepts clearly and concisely to individuals with varying levels of familiarity.
- Built client trust through confident communication, organization, and follow-up in a highly regulated environment.

### Action Fuel, Mahopac, NY

#### Digital Marketing Specialist Intern | May 2024 – August 2024

- Managed company social media (Facebook, Instagram, LinkedIn), increasing engagement and reach.
- Created and scheduled promotional, educational, and seasonal content.
- Tracked platform analytics and optimized content strategy based on performance.

**Action Fuel, Mahopac, NY****HVAC Technician | June 2018 – Present**

- Perform repair, cleaning, and maintenance of residential and commercial boiler systems to ensure safety and efficiency.
  - Develop strong interpersonal communication skills through in-home client interactions, including handling sensitive and challenging conversations.
  - Demonstrate reliability, time management, problem-solving skills and professionalism in a fast-paced environment
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**SKILLS**

**Marketing & Technical:** Google Analytics, Google Ads, SEO/SEM, PPC, WordPress, Salesforce, Canva, Microsoft Office, Google Workspace

**Communication & Leadership:** Client relations, presentations, teamwork, project coordination

**Academic Project:** GLO-BUS Business Simulation – led team planning and deadline management; achieved best-in-class performance

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**VOLUNTEER EXPERIENCE**

- Midnight Run Volunteer, St. Elizabeth Ann Seton (2019 – Present)
- St. Mary's Community Food Pantry – Thanksgiving Day of Service (2017 – Present)
- American Youth Soccer Organization Volunteer (2017 – 2021)