

Hello, my name is

# Matthew Mesa

I am currently in my fourth year with the Los Angeles Dodgers doing all things social. Prior to this year, I served as the organization's lone employee dedicated to social media marketing. I'm constantly looking for avenues to express my creativity beyond just the creative side of my career.

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## EDUCATION

### California State University, Long Beach

Long Beach, CA  
Bachelor of Arts  
Journalism, 2010

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## EXPERIENCE

### Los Angeles Dodgers

*January 2015 - Present*

Manager, Social Media, Digital & Print Content  
Social Media Coordinator (Jan. 2015 - Feb. 2017)

- Responsible for all social media initiatives and activations for the organization including the overall social voice in marketing messages as well as one-to-one fan engagement.
- Ideation and implementation of social media campaigns across all platforms.
- Work closely with all departments to ensure organizational goals are met.
- Lead a gameday team to properly cover every single game on the schedule.
- Manage the budget of the Digital Marketing and Publications sub-department.
- Create reports on the performance of our accounts to VP and executive team.
- Proficient in Adobe's Creative Suite (Photoshop, Premiere, After Effects and Illustrator).
- Knowledgeable of all social media platforms and corresponding analytics tools.

### Zuno Studios

*June 2010 - December 2014*

Front-end Web Developer

- Work directly with designers and clients to create functional webpages and websites which include customized web applications on a per-project basis.
- Provide technical support as well as project management for clients.
- Manage the updating of all client websites to ensure they meet the company's standards and security guidelines.
- Write blog posts on the latest trends in the industry.
- Proficient in PHP, HTML, CSS and JavaScript with an emphasis on Content Management Systems.
- Troubleshooting complex problems in the code as well as in the user interface.

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## REFERENCES

### Jon Weisman

SHOWTIME

Vice President, Corporate Public Relations  
(310) 569-0067

### Kiké Hernández

LOS ANGELES DODGERS

Infielder/Outfielder  
(832) 846-1578

### Jon Lackey

ZUNO STUDIOS

Owner & Creative Director  
(310) 698-9330