

Matthew Muniz

Mount Prospect, IL 60056

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(224) 805-0154

Strategic Marketing Possess a proven ability to anticipate unique requirements or potential road-blocks in all situations. Continually develop back-up plans to minimize risk and deliver exceptional results; streamline communication and implementation channels to effectively meet client and organizational needs.

Relationship Management Highly experienced in assessing true needs and expectations, building lasting professional relationships. Grow and deepen strategic partnerships to achieve mutually beneficial outcomes.

Project Coordination Effectively manage diverse tasks, with varying degrees of complexity, within a wide range of environments; evaluate situations, assess emergent needs, and implement solutions in a prompt and efficient/effective manner.

Content Creation Have a demonstrated track record of outstanding service; a calm, dependable professional who devotes every effort to achieving the best results. Collaborate with brand, product, and thought leaders to understand key challenges and develop/implement novel strategic solutions to capture market opportunities.

Willing to relocate: Anywhere

Work Experience

Social Media Coordinator / Website Design

Great Western Beef Co

2018 to Present

Develop original content and suggest creative ways to attract more customers and promote brand via social media channels and methodology.

Drive web traffic and customer engagement metrics aligned with broader marketing strategies.

Working with client on website, illustrating wire frame and site functionality.

Develop user-friendly architecture by programming site navigation, social media links/widgets, and organizing site content into a logical catalog.

Authored About Page biography, designed/shaped graphics, corrected image problems, and formatted company logo for the Web.

Freelance Creative

2013 to Present

Photographer / Designer

Assist local artists in creating/maintaining personal brands by shooting and editing photos and designing logos to drive market reach.

Develop promotional images for large brands, including Bank of America Chicago Marathon.

Video / Social Media Intern

Bitcoin of America

2018 to 2018

Gained insight into conceptualizing, producing, and administering creative campaigns by managing and scouting talent for photo shoots, supervising stylists/photographers, and collaborating with creative team on a daily basis to meet key challenges.

Captured/edited in-house and client video content, product/lifestyle photography and motion graphics to support key projects and campaigns.

Developed social media presence by creating/adhering to set standard of visual aesthetics.

Trained with Canon camera line, Arri Alexa, Epic Red Line, Speedotron/ Lowel lighting, video/photo editing, Adobe Suite (PS, Ai, Ae, Mu, Au, Lr, Id).

Social Media Coordinator

Brickfish

2016 to 2016

Worked with brand team to craft pithy posts and promotional graphics for digital platforms.

Served as liaison between public and brand team by communicating with customers on social media, answering questions, and providing other services as needed.

Social Media Director

Astoria, Inc - Mount Prospect, IL

2015 to 2015

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Education

Bachelor of Applied Science in Graphic Design in Graphic Design

Robert Morris University - Chicago, IL

2018

Skills

ILLUSTRATOR, LIGHTING, DREAMWEAVER, INDESIGN, PHOTOSHOP, PREMIERE, Social Media, Multimedia, Hootsuite, Editorial, Photography, Digital Marketing, Facebook

Links

<https://lilac-oleander-9x8k.squarespace.com>

Additional Information

EXPERTISE:

Photography:

DSLR, Studio Lighting, Editing,

Videography:

Storyboarding, Filming, Editing,

Adobe Creative Suite:

Photoshop, Illustrator, Premiere, InDesign, Dreamweaver

Social Media:

Twitter, Instagram, Facebook, Hootsuite