**Matthew Gibson**

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A marketing graduate with a keen interest in social media, digital marketing and branding. I have a passion for business and pride myself on my positive outlook and work ethic. Creating content, problem solving and strategic planning are all skills I poses that I have used successfully in the past. Having travelled and worked across N. Ireland, Australia and America I have become adaptable and I am always looking for new challenges and opportunities.

**Skills**

Content Creation

Social Media Management

Metric Analysis

Entrepreneurial

Digital Marketing

Event Management

Creative

Teamwork

**Experience**

**Party Props** - @Party\_Props\_ | <https://www.facebook.com/partyprops.page>

A photo booth business started aged 17, for celebratory events across N. Ireland.

* Social Media Marketing: I used Facebook, Instagram and Twitter for both paid and organic campaigns.
* Content Creation: Tailoring our content to suit each platform for optimum success.
* Metric Analysis: Using all platforms to track progress and identify new leads, Pages, Insights and Google Analytics.
* Event Management: I managed bookings, logistics of the event and after sale services.
* Website: General maintenance, links to socials and use of google analytics.

**Rolling Shaker** - @RollingShaker | <https://www.rollingshaker.co.uk/>

A joint venture with my partner to convert a horse trailer into a cocktail bar for events.

* Social Media Marketing: Instagram is photo and video heavy from the conversion progress. Facebook will be used for Event albums, to improve key word searches and to utilise page analytics.
* Content Creation: Creating brand continuity throughout each digital platform.
* Website: Writing the content, creating the persona of an exciting and professional service.
* Conversion: I have done most of the work myself turning the trailer into a bar.
* Cocktails: Having bartended on 3 continents I have the experience and skills to provide a profession service with tasty drinks and memories for guests.

**Kinvara Craft** - @KinvaraCraft | <https://www.facebook.com/KinvaraCraft>

A family run business centred around skills my grandfather passed to my father.

* Social Media Marketing: Organic Instagram campaigns and Facebook is used for the older demographic and lengthy posts with more written information. These platforms are also used for customer communication both proactive and reactive.
* Branding: Kinvara is the name of our house, I worked with a graphic designer to achieve our strong branding that is continuous across all content platforms.
* Content Creation: I take the photos and plan content ideas as well as posting schedule.
* Retail: Utilising direct messaging to obtain orders and communicate with customers. Pricing from similar accounts and website.

**The Lamppost Café, Belfast** - Assistant Manager & Barista

* Management Duties: Opening, closing, people management & inventory
* Ability to priorities and move efficiently
* High level of customer service
* Social Media Management
* Digital Marketing Content Creation

**Walt Disney World Resort, Orlando** - Cultural Representative

* Exceeding very high standards of service
* Honest representation of myself and where I am from
* Strong team player, experienced working with different cultures and nationalities
* Excellent interpersonal and communication skills due to the high stakes of our guest interactions
* Trustworthy and capable core trainer to train new cast members which resulted in 100% trainee pass rate
* Leading presentations and classroom lessons in…
* Teamwork
* Hospitality Skills
* Disney Standards
* Time Management

**Coogee Pavilion, Sydney** – Cocktail Bartender

* Strong Work Ethic: Working long, late & high-pressured shifts
* Organisation: An exceptionally busy cocktail bar while keeping standards high
* Continuously improved my industry knowledge and skill set
* Constantly a top seller, awarded ‘MVP’ & ‘Top Seller’ 5 times
* Excellent Customer Service

**Education**

**Ulster University** - BSc Hons Marketing, Second Class, Upper Division with Diploma in Professional Practice, International (2018)

**St Malachy’s College**, Belfast (2014)