

# MATTHEW CORRADO

PUBLIC RELATIONS / MARKETING

## CONTACT

### PHONE

(813) 545-4619

### EMAIL

mcorrado05@yahoo.com

### WEBSITE

mcorrado05.wixsite.com/portfolio

### LinkedIn

linkedin.com/in/matthew-corrado

## SKILLS

Public Speaking

Hootsuite

Social Media Management

Adobe Suite

Leadership

Problem Solving

Organization/Time Management

Communication

AP Style

Cision

Creative Thinking

## INTERESTS

### Personal

Photography

Running

Reading

Tennis

Creative Writing

### Professional

Event Planning

Copy Writing

Networking

Data Collecting

## PROFILE

One thing that has always been a defining characteristic of me is that I am definitely a people person. I searched for a long time to figure out what type of career I could pursue where my energetic personality would thrive, and that's when I began studying Public Relations. Ever since then, I have tried everything to better myself and become a great PR professional, because this is what I am truly passionate about.

## EDUCATION

2015 - 2019 (expected) **Bachelor of Arts in Mass Communications with a Concentration in Public Relations**  
*University of South Florida*

Summer 2019 **Education Abroad: Cannes Lions International Festival of Creativity**  
During this study abroad trip, I attended lectures and learned from top creatives and professionals in the advertising industry. Learned first hand how several award winning campaigns were executed from start to finish.

## EXPERIENCE

- 2018 (Dec) - Present **Image Suite PR**  
*Marketing and Public Relations Coordinator*  
Duties include managing the social media accounts for various clients, conducting analytics for social media, and creating a weekly newsletter. Also learned how to use the "Storybrand Framework" to make clients the "hero" of their own branding story.
- 2018 (Aug) - Present **Downtown Crawlers**  
*Public Relations Manager*  
Role requires managing the social media accounts, creating all content for social media and tracking social media analytics, Created a consistent voice for the company's socials. Writing press releases for events, and contacting media and influencers as well.
- 2018 (Mar) - 2019 (May) **Public Relations Student Society of America**  
*Vice President*  
Duties entailed planning events, reaching out to guest speakers, developing presentations, overseeing the social media posts, and managing E-board members to make sure they are on time with all deadlines.
- 2018 (Oct) - 2018 (Dec) **Schifino Lee Advertising + Branding**  
*Social Media/Public Relations Intern*  
Managed several clients social media accounts, and monitored each client's social media analytics. Wrote press releases and email blasts for events, and contacted media and influencers.
- 2018 (Jan) - 2018 (Nov) **KnoBull PR Firm**  
*Account Associate*  
Worked on several client accounts and developed key elements in successful campaigns such as graphics, social media management, copywriting and more.
- 2016 - 2018 (Nov) **New Student Connections**  
*Peer Advisor Leader*  
Worked with students to help them transition from high school to USF, and was a mentor and counselor for them. Also assisted with social media, advertising and event planning.
- 2013 - 2015 **Tampa Bay Times**  
*Independent Correspondent*  
Duties included attending high school football games to record stats and writing an article per game. Learned how to write professionally from actual journalists.