

MATTHEW R. GEORGE

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EDUCATION

University of Alabama

Tuscaloosa, AL

B.S. Public Relations &
Advertising

College of Communication &
Information Sciences

AWARDS

Greenville AAF Best in
Show Award (2020)

Greenville AAF Gold Addy
Award (2019 & 2020)

Greenville AAF Silver Addy
Award (2019 & 2020)

AFFILIATIONS

Steering Committee, SC250
Charleston

High School Lacrosse
Coach, Lucy Beckham HS
(2022 – Present)

Member, American
Advertising Federation

EXPERIENCE

Marketing Manager, Patriots Point Development Authority

Charleston, SC *November 2021 – Present*

Create, manage, and execute marketing, communications, and advertising campaigns. Responsible for managing our contracted agency of record to coordinate large campaigns and media buys. Collaborate with board members and other executives to ensure that the strategic marketing plan, brand standards, and timelines are being met across all print, digital, and earned media efforts. Established and supervise all hotel partnership programs.

Copywriter, Cargo

Greenville, Toronto, Amsterdam *May 2019 – November 2021*

Researched, wrote, and edited client materials for this 50-person marketing agency serving such clients as Lenovo, Mercedes-Benz, 3M, and the Royal Bank of Canada. Worked both independently, and on a team, meeting with clients to formulate strategies and generate advertising, direct mail, press releases, and social media campaigns. After one month of employment, was tasked with editing all written work published by the agency. Onboarded and trained a new copywriter.

University of Alabama Football Recruitment Team

Tuscaloosa, AL *Spring 2018 – Spring 2019*

Worked closely with University of Alabama Athletics to inform and recruit the next class of University of Alabama Football student/athletes. Hosted one-on-one lunches with prospective students and their families. Assisted in game day operations for football team—chaperoning recruits and families and acting as a liaison between coaches and recruits.

V.I.P. Admissions Assistant, University of Alabama Admissions

Tuscaloosa, AL *Oct. 2018 – May 2019*

Scheduled V.I.P. visits for high-profile prospective students. Ensure all visits run smoothly by coordinating logistics across various University offices and staff members. Exhibited interpersonal skills as well as the ability to manage scheduling and time management of multiple parties.

Media Relations Associate, Capstone Agency

Tuscaloosa, AL *Sept. 2017 – May 2019*

Managed the media relations planning and implementation for the University of Alabama Hockey Team. Drafted a communications plan for Alabama Adapted Athletics. Responsibilities included writing press releases and blog posts, conducting interviews, and cultivating media contacts. The Public Relations Student Society of America recognizes the Capstone Agency as the nation's top student-run agency and PR Week has repeatedly tapped the University of Alabama as the nation's top PR program.