

Matthew Lovisa
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Work Experience

Marketing Coordinator • The Mercadien Group, Hamilton, NJ • February 2011 - Present

- Manager of the marketing department for a quarter and continued implementation of firm marketing initiatives.
- Execute marketing programs to achieve stated objectives regarding revenue, profitability and market share.
- Produce promotional materials including print and electronic media advertisements, direct mail, and signage.
- Assist in developing marketing materials for niche practices including, nonprofit, government, banking and construction sectors.
- Write press releases, media pitches and edit firm bios to be displayed in proposals and on the company website.
- Construct, monitor and develop social media campaigns to reach target audience.
- Create firm-generated newsletters and publications for clients, prospects and other database contacts.
- Prepare and present monthly reports to the board of directors regarding the status of the firm's proposals, leads, new clients, and referrals.
- Maintain and update the company's website and client database on a weekly basis.
- Coordinate firm held seminars and events by creating electronic invitations and preparing program materials.
- Track monthly budget for all partners and niches and compare against the annual budget.
- Generate surveys to evaluate business development and analyze data to report back to clients.
- Member of the firm's growth committee, nonprofit marketing niche team and events committee.

Sports Communications Intern • James Madison Sports Media Relations Office, Harrisonburg, VA • January – May 2010

- Planned and helped coordinate in-game programs and assisted with various programs and events.
- Helped create promotional events for the team, university and sponsors focusing on community support.
- Responsible for updating and distributing public announcements during games.
- Maintained team's website and assisted marketing team with upcoming events and handled media inquiries.

Public Relations Intern • James Madison University, School of Communication Studies, Harrisonburg, VA • January – May 2010

- Conducted a public relations campaign for a childcare provider.
- Created a business presentation and brochure for potential donation or sponsorship from local companies.
- Targeted local needs within the client's community via survey to focus on specific audiences.

Internet Sales Associate • ShopRite Supermarket, Flemington, New Jersey • November 2003 – February 2011

- Setup over 10 fundraising events and assisted in the planning of store sponsored events for two years.
- Trainer of more than 25 new front end employees in daily tasks and customer service skills.
- Department supervisor when manager and assistant manager are unavailable.

Education

Bachelor of Science in Communication Studies • James Madison University, Harrisonburg, VA • May 2010
Concentration: Public Relations Minor: Sports Communication Cumulative GPA: 3.44 Major: 3.53

Technical Skills

Adobe Creative Suite 5
Google Analytics

Microsoft Office 2010
SPSS

Survey Monkey/Qualtrics
Sage SalesLogix/Database Management

Professional Skills

Newsletter/Press Release Writing
Advertising Design

Email Marketing
Market Research

Social/Digital Media
Event Planning

CRM
Public Speaking

Awards

Presidents List, Spring 2009

Dean's List: Fall 2006 - Spring 2010

Phi Theta Kappa Honor Society