

Matt Marcello

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EDUCATION

University of Massachusetts Lowell, Lowell, MA

Bachelor of Science, Business Marketing & Management, GPA 3.25/Dean's List

PROJECTS

Interpretive Simulations Biz Café, UMASS, Jan. - May 2015

- Worked in team of five to manage a 13-week startup simulated café
- Analyzed most efficient way to run business with goal to maximize profits

Harvard Business Publishing Marketing Simulation, UMASS, Jan. - May 2016

- Individually managed customer segments for 12 weeks to maximize revenue, optimize profit margin, and increase market share by five percent.

Bloomberg Market Concepts, UMASS, December 2016

SKILLS

Microsoft Office Suite (Excel, Word, PowerPoint, Access), Bloomberg Systems, Social Media

EXPERIENCE

Street Team Promotions, Cape Cod Broadcasting Media, Hyannis, MA, May - August 2017

- Marketed and promoted company using marketing strategy
- Served as a liaison between company's radio stations and listeners
- Advertised other products that partnered with broadcasting company
- Attained follower information to specifically tailor future advertisements/marketing strategy

Gameday Operations Intern, Yarmouth-Dennis Red Sox, Yarmouth Port, MA, May – August 2017

- Scheduled meetings with local businesses to gain sponsors, funding and donations
- Sold team merchandise, raffle tickets and concessions to customers
- Organized inventory so precise purchasing could ensue
- Encouraged to implement new ideas to enhance spectator experience

Facility Supervisor, Campus Recreation Center, UMass Lowell, September 2014 – Present

- Encourage and sell memberships to patrons
- Enforce university policies and regulations for all guests
- Ensure recreation equipment and area are neatly maintained and organized
- Oversee all facility activities and manage all staff on duty

Sales Rep/Laborer, Yard-Max, Inc., Shrewsbury, MA, June 2012 – Present

- Processed payments to ensure accurate cash management
- Recommended products to customers based on their specific needs and requirements
- Managed online presence on the company website and social media accounts
- Negotiated prices of products with potential customers

RELEVANT COURSEWORK

Advertising, Business Ethics, Buyer Behavior, Global Marketing, Human Resources Management, Leadership Processes, Managing Teams & Projects, Marketing Analytics, Marketing Principles, Negotiations, New Product & Service Management, Organizational Behavior, Sales & Customer Relations, Strategic Management