

Jennifer Matelski

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EDUCATION

- Alliance University (Formerly Nyack College)** **Jan 2021- Present**
Master of Social Work, Clinical
- Purchase College, SUNY** **May 2015**
Bachelor of Arts in Arts Management

RELATED EXPERIENCE

- Friendly Connections Intern (Family Centers)** **Jan 2022- Present**
 - Provide socialization, emotional support, and connection to resources for geriatric clients in Fairfield County, CT
- The Den For Grieving Kids (Center for HOPE- Family Centers)** **Jan 2021- Present**
Facilitator of Young Adults Bereavement Group
 - Support young adults as they share their personal experience with grief. This includes creating a space for them to connect with other participants who have also experienced loss.

EMPLOYMENT

TMPG

- Senior Media Buyer* **Feb 2019- Present**
 - Developed relationships with station representatives throughout the country while negotiating buys
 - Utilized client budget most efficiently and effectively through radio advertising
 - Prepared Excel grids and reports for the client and for internal tracking

Icon International, Inc.

- Account Coordinator* **Jan 2018- Feb 2019**
 - Oversaw and managed account activity for Local TV and Radio schedules
 - Communicated frequently with clients to ensure they were informed throughout each campaign
 - Created, maintained, and monitored Excel clearance reports for proper weekly clearance
 - Acted as liaison to the client for large accounts such as Jack In The Box, Lasik Plus, and Discovery

Media Associate

- May 2016- Dec 2017**
 - Maintained and tracked the media buy for major clients such as Old Navy, La-Z-Boy, and Mercedes
 - Created a positive rapport with station representatives and their assistants
 - Sent new orders to station representatives, collected and checked contracts for accuracy

Arabesque Recordings, LLC

June 2015- July 2016

Director of Marketing

- Developed and managed social media accounts for the record label, resulting in an increase of monthly music sales and by approximately double
- Composed and distributed press releases for our artists
- Collaborated with artists to build individualized plans for social media marketing

Phoneathon (Purchase, NY)

Sept 2014- May 2015

- Communicated with those in the community in order to fundraise for Purchase College

INTERNSHIPS

- Soul Voices (Gospel choir at Purchase College, SUNY)** **Sept 2012- May 2013**

Choir Manager

- Created and managed a marketing plan for the choir utilizing social media and traditional collaterals
- Worked closely with choir members during rehearsals and mentored new choir members
- Led the Black History Month Celebration event from development to implementation
- Communicated between director and choir members outside of rehearsals

Classic Movie Hub (Online blog)

Sept 2013- Dec 2013

Marketing Intern

- Researched classical film market and competition
- Worked with a team to develop marketing plans for the blog

SKILLS

- Proficient in Microsoft Excel, Word, Powerpoint, and Evolv