



## Matthew Boone • Cover Letter

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**Dear The Talent Acquisition,**

Imagine pulling together a festival that draws thousands of eager fans, a charitable game that brings alumni together from two proud HBCUs, or a summit where innovators and celebrities meet to inspire the next wave of creativity. Now, imagine being at the heart of it all, where every design, every campaign, and every piece of content is carefully crafted to build excitement, strengthen connections, and leave a lasting impact. That's where I come in.

As someone who thrives on turning visions into reality, I've spent the last nine years building experiences that not only captivate audiences but bring brands to life. Whether it's the Something in the Water Festival, where I designed everything from social media teasers to event banners that drew the crowd, or the Big Dipper Innovation Summit, where I strategized how to engage attendees before they even stepped through the door, my passion has always been creating something that moves people.

I've collaborated with everyone—from local businesses and top-tier sponsors to government officials—securing the partnerships that helped these events succeed. At the Battle for the Real Big State Charity Alumni Baseball Game, I personally connected celebrities to the cause, handled press interviews, and rolled out marketing strategies that amplified the game's impact in the community. Every moment was a story in itself, and I was there, designing the visual narrative, building the brand, and driving the event forward.

But it's not just about the big wins; it's about the details. It's about rebuilding a website in 24 hours to increase traffic by 40%, creating stunning visuals that boost engagement by 50%, and using tools like Adobe Creative Suite, Visual Studio, and HTML to ensure that every piece of the puzzle fits perfectly.

For me, marketing isn't just a job—it's the art of storytelling. And I believe that with every design, every campaign, we have the opportunity to make a lasting impression. I'd love to bring that energy and experience to your organization and help take your brand to new heights. Let's create something unforgettable together!

Sincerely,

**Matthew Boone**

# Matthew Boone

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Richmond, Virginia

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MARKETING SPECIALIST • WEB DESIGNER • EVENT PLANNER • MULTIMEDIA DESIGNER  
PRODUCER • SOCIAL MEDIA SPECIALIST • LIVE STREAM EXPERT • BUSINESS STRATEGIST



## CORE COMPETENCIES



## EXPERTISE (YEARS OF EXPERIENCE)



## SUMMARY

I am a versatile professional with extensive experience in direct and indirect marketing, event planning, multimedia design, visual concepts, and business development. I work closely with CEOs, board members, shareholders, and small business owners to drive all stages of marketing campaign initiatives. With over 9 years of experience in both the non-profit and corporate sectors, I've contributed to major national and global projects, building strong relationships with media professionals and key stakeholders along the way. My skill set includes advanced proficiency in Adobe Suite (InDesign, Illustrator, Photoshop), excellent written and verbal communication abilities, and a passion for web development, graphic design, media marketing, and customer relations. I thrive under pressure, take initiative, and am adept at delivering exceptional customer service. I aim to leverage my skills and experience to make a meaningful impact within your organization.



## EDUCATIONAL BACKGROUND

### Norfolk State University

Bachelors Degree

2013 - 2019

Major: Fine Arts & Electronic Technology  
Minor: Mass Media Communications

### Harvard University Online - EDX

EDX - Online Courses

2020 - 2021

Professional Certification for Computer Science and Mobile App Development



## WORK EXPERIENCES

### Jan 2024 - June 2024 **Manager of Marketing and Storytelling** • CARITAS • Richmond, VA

- Data-Driven Marketing:** Implemented analytics-based strategies, increasing donor contributions by 15%.
- Cross-Functional Collaboration:** Aligned marketing efforts with organizational goals, ensuring a consistent brand message.
- Social Media Growth:** Expanded CARITAS's social media followers by 50% through targeted content strategies.
- Fundraising Leadership:** Led successful events and campaigns, enhancing participation and donations.
- Media Relations:** Secured press coverage to boost the organization's visibility.
- Market Research:** Conducted audience analysis to guide marketing strategies and storytelling.
- Website Development:** Rebuilt the CARITAS website in 24 hours, increasing site traffic by 40%.
- Staff Training:** Mentored staff and volunteers on storytelling techniques to amplify the organization's message.
- Content Creation:** Collaborated with program managers to craft engaging content from client success stories.

### April 2022 - NOV 2024 **Multimedia Designer & Marketing Specialist** • XYLO, Wireless Master • Richmond, VA

- Team and Infrastructure Development:** Established the marketing team and infrastructure for both companies.
- Regional Growth:** Leveraged local connections to drive organic brand growth via social media and third-party platforms.
- Web Development:** Created and coded the website for XYLO, establishing a new brand identity.
- Content Creation:** Authored blog posts for the website to enhance online presence.
- Marketing Analysis:** Employed tools like SemRush, Google Ads, and chamber of commerce resources for brand promotion.
- Graphic and Multimedia Design:** Produced all graphics, animations, promotional videos, and in-office branding materials.

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# THIS EVENT THAT I CREATED AND EXECUTED SHOWS ALL OF MY SKILLS AND RELATIONSHIPS COMING TOGETHER

## BATTLE FOR THE REAL BIG STATE CHARITY ALUMNI BASEBALL GAME

### RESPONSIBILITIES:

#### **EVENT LEADERSHIP**

LED THE PLANNING AND EXECUTION OF THE CHARITY BASEBALL GAME BETWEEN NORFOLK STATE UNIVERSITY AND VIRGINIA STATE UNIVERSITY, MANAGING ALL EVENT ASPECTS.

#### **GRAPHIC DESIGN & MARKETING**

DEVELOPED THE EVENT'S WEBSITE, GRAPHIC DESIGN AND MARKETING CONTENT, ENSURING COHESIVE BRANDING ACROSS DIGITAL AND PRINT MATERIALS.

#### **MARKETING STRATEGY**

CREATED AND IMPLEMENTED A COMPREHENSIVE MARKETING STRATEGY TO BOOST ATTENDANCE AND ENGAGEMENT, INCLUDING SOCIAL MEDIA CAMPAIGNS AND EMAIL MARKETING.

#### **MEDIA RELATIONS**

COORDINATED NEWS INTERVIEWS AND CRAFTED PRESS RELEASES TO PROMOTE THE EVENT, ENHANCING VISIBILITY THROUGH MEDIA COVERAGE.

#### **SPONSORSHIP & FUNDRAISING**

SECURED SPONSORS AND ORGANIZED FUNDRAISING EFFORTS TO SUPPORT THE EVENT'S CHARITABLE GOALS, BENEFITING HBCU SPORTS AND LOCAL COMMUNITY PROGRAMS.

#### **LOGISTICS MANAGEMENT**

OVERSAW GAME-DAY LOGISTICS, VENDOR MANAGEMENT, AND OPERATIONS TO ENSURE A SEAMLESS EXPERIENCE FOR ATTENDEES AND PARTICIPANTS.

#### **CREATING COMMUNITY IMPACT**

RAISED AWARENESS AND SUPPORT FOR HBCU ATHLETICS AND LOCAL CHARITIES THROUGH THE EVENT, DRIVING LONG-TERM COMMUNITY ENGAGEMENT.

[www.battleforbigstate.com](http://www.battleforbigstate.com)

April 2021 - April 2022 **Marketing & Communications Manager** • The Hampton Roads Chamber • Norfolk, VA

- **Business & Government Collaboration:** Fostered connections with regional businesses, top leaders, and local/state government officials to support the Chamber's mission of advancing the business community.
- **Multimedia Design & Branding:** Designed marketing materials using Adobe Creative Cloud, including E-Blasts and video content, to effectively promote the Hampton Roads Chamber brand.
- **Media Relations & Press Releases:** Wrote press releases and collaborated with media outlets at the local, state, and national levels to ensure broad event coverage and brand protection.
- **Legislative Advocacy:** Worked alongside governmental affairs to support legislation that met the needs of the business community and local residents.
- **Digital Strategy & Social Media:** Developed innovative marketing strategies, including a comprehensive digital plan, leading to the Hampton Roads Chamber's Facebook page becoming the #3-ranked Chamber page in the U.S.

Oct 2019 - April 2020 **Architectural Designer / Estimator** • Door and Hardware Specialties • Glen Allen, VA

- **Project Coordination:** Collaborated with contractors to ensure architectural plans were executed correctly.
- **Design Software Proficiency:** Utilized InDesign and AutoCAD for designing rooms and commercial buildings.
- **Warehouse and Logistics Management:** Acted as a sub-manager, overseeing stock accuracy, fulfilling purchase orders, executing deliveries to clients, and performing installations on various project sites.
- **Vendor Management and Proposal Development:** Worked with various vendors to obtain pricing and develop project proposals that helped secure winning bids for projects across the East Coast, primarily in the regional area.

June 2018 - Feb 2019 **MULTIMEDIA DESIGNER & PROGRAMMER INTERN** • C2 Technologies, INC. • Newport News, VA

- **Web-Based Training Development:** Led the development and updates of training simulations and courses using HTML, JavaScript, Visual Studio, media management, and Adobe Creative Cloud applications.
- **Project Management:** Efficiently managed workflow, meeting tight deadlines while delivering high-quality graphics and simulations with a 95% QC approval rate.
- **Graphics Enhancement:** Improved graphic quality to consistently exceed company standards and customer expectations.
- **Process Improvements:** Implemented enhancements to HTML courses based on customer feedback, driving continuous improvements.
- **E-Learning Programming:** Programmed functionality into HTML-based courses to ensure an effective learning experience.
- **Issue Resolution:** Utilized Visual Studio to create, refine, and address functionality issues in products during development, maintenance, and pre-QA stages.

**Freelanced as an Event Marketing & Design Specialist for Major Events April 2019 - April 2024:**  
Something in the Water Festival • Richmond Jazz and Music Festival • Big Dipper Innovation Summit

- **Visual Branding & Consistency:** Developed cohesive branding elements across multiple events to reflect each festival's unique identity, ensuring a seamless and professional look across all digital and print materials.
- **Promotional Materials:** Designed a variety of materials, including social media graphics, flyers, posters, banners, and event signage, for effective marketing and audience engagement. Materials were tailored to boost event visibility and participation.
- **Collaborative Design & Stakeholder Engagement:** Worked closely with organizers, sponsors, and stakeholders to develop compelling visual content, enhancing the festival message and aligning with marketing objectives.
- **Event Marketing & Audience Engagement:** Created and implemented strategies to increase engagement through targeted digital and print advertising. Managed social media content posting schedules and developed campaigns to drive awareness, participation, and ticket sales.
- **Celebrity and Special Guest Coordination:** Assisted in connecting celebrities and special guests as panelists for the Big Dipper Innovation Summit, adding to the event's appeal and value for attendees.
- **Timely Deliverables & Project Management:** Managed multiple design projects simultaneously, consistently delivering high-quality, creative solutions within tight deadlines to meet the fast-paced needs of each event.
- **Attendee Experience Consultation:** Provided consultation on improving the attendee experience at the Big Dipper Innovation Summit, ensuring satisfaction and enhancing overall event participation.
- **SWOT Analysis & Strategic Planning:** Participated in conducting SWOT analyses for the Big Dipper Innovation Summit, identifying key opportunities and guiding strategic planning for future events.
- **Adobe Creative Suite Expertise:** Utilized Adobe Creative Cloud (Photoshop, Illustrator, InDesign) to produce professional-grade designs and promotional content that significantly contributed to the success and branding of each event.
- **Media Relations & Publicity:** Coordinated news interviews, wrote press releases, and secured media coverage to boost the visibility and reputation of the events, particularly for the Battle for the Real Big State Charity Alumni Baseball Game.