

# Matt Segal

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## **PROFESSIONAL SUMMARY**

<https://matt-segal.com/about-me/>

I have been in the communications and marketing field for more than 20 years. I have a passion for areas like writing, editing, website publishing, social media, media relations, publications, promotional materials, digital advertising, branding, event operations, graphic design and photography. I pride myself on being versatile and have experience in many different industries.

## **FULL-TIME POSITIONS**

<https://matt-segal.com/previous-jobs/>

- \* Werremeyer Creative** **Content Director** **July 2018 - March 2020**  
☐ *Worked for a creative-services agency that specializes in marketing, advertising, design, branding and communications ... personally serviced 20 clients from a variety of industries -- health & wellness, senior living, economic development, public transportation, higher education, developmental disabilities, nonprofits, tourism and technology ... led all writing and copyediting efforts for the agency ... served as the primary web publisher for three client websites ... simultaneously managed more than 10 social-media platforms ... multiple clients saw their web traffic grow by more than 60% with my involvement ... several client social-media audiences grew by more than 40% under my watch ... provided essential written content for the launch of six new websites ... served as the lead proofreader for five lengthy medical publications, which had a combined audience of more than 1 million people ... contributed to several company marketing efforts and external communications pieces.*
- \* St. Louis Economic Development Partnership** **Digital Content Manager** **April 2016 - June 2018**  
☐ *Worked with 60+ people who led economic development efforts for St. Louis County (population = 1,000,000+) and the City of St. Louis (pop. = 300,000+) ... managed and oversaw all digital content efforts ... served as a webmaster for "[STLPartnership.com](http://STLPartnership.com)" (monthly visits increased 53% from 2016 to 2017) ... managed multiple Twitter and Facebook accounts ("likes" increased 45% and "followers" jumped 22%) ... studied, compiled and distributed digital-content analytics ... wrote, edited and posted daily/weekly press releases, blog posts and general web content ... worked with 10+ outside agencies on marketing, branding, graphic design, photography and videography projects ... coordinated internal photo management ... handled internal design projects/needs ... assisted with traditional media efforts, speech writing, talking points and briefing books ... made significant contributions to multiple large-scale events ... a member of the organization's marketing and communications department.*
- \* St. Louis Rams** **Website Coordinator** **July 2015 - Jan. 2016**  
☐ *Served as the primary contact for "[StLouisRams.com](http://StLouisRams.com)," which averaged 500,000 page views and 90,000 unique visitors per week during the football season ... posted 70 to 100 Rams Broadcasting Network and National Football League Network videos per week during the campaign ... copyedited and posted 15 to 20 articles per week during the season ... wrote headlines and summaries/teasers ... used editorial judgment for placement of articles, videos and photo galleries on the site's homepage ... one of the club's two liaisons to NFL Digital Media ... acted as the secondary contact for the team's official social-media platforms – Facebook (665,000+ likes), Twitter (320,000+ followers) and Instagram (195,000+ followers) ... attended interview sessions for players and coaches on a regular basis ... a member of the organization's marketing department and digital media group.*
- \* Morehead State University** **Media Relations Director** **Sept. 2011 - July 2015**  
☐ *Oversaw all publicity efforts for the school's NCAA Division I athletics program ... a member of the department's senior leadership team ... primary contact for men's basketball, football and both golf teams from 2011-14 ... worked with men's hoops, volleyball, soccer, softball, golf and rifle in 2014-15 ... helped build a video operation ("Eagle Vision") from scratch ... oversaw the production of 50+ live events for the Ohio Valley Conference Digital Network and 100+ pieces of on-demand content each school year ... served as a webmaster for "[MSUEagles.com](http://MSUEagles.com)" ... compiled, edited and posted more than 1,000 written pieces, which included game notes, previews, recaps, press releases and feature stories ... researched, wrote, edited and coordinated publications for various sports ... managed official Twitter, Facebook and Instagram accounts ... staffed more than 300 home and road events ... served as a game-day computer statistician for various sports ... responded to local, regional and national media inquiries ... handled credential and interview requests ... conducted interviews with coaches and student-athletes ... managed the weekly Eagle Sports Coaches Show ... acted as the department's spokesperson ... handled multiple crisis communication situations ... a member of the Morehead State Athletic Hall of Fame committee.*
- \* Horizon League** **Director of Communications** **Aug. 2008 - April 2010**  
☐ *Oversaw daily operations for an NCAA Division I conference communications department ... generated positive publicity for the Horizon League and its 10 institutions ... responded to local, regional and national media inquiries ... provided a high level of support to campus athletic administrators, coaches and sports information directors ... acted as a liaison between Horizon League schools and the National Collegiate Athletic Association ... served as a webmaster for "[HorizonLeague.org](http://HorizonLeague.org)" ... primary contact for volleyball, women's basketball and baseball ... compiled publications, press releases, daily updates and league statistics ... coordinated league preseason, postseason and weekly awards for select sports ... oversaw media operations at select league championships ... assisted with ESPN Basketball TV package.*

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\* **Indianapolis Indians** **Media Relations Manager** **Jan. 2005 - Aug. 2008**  
 □ Oversaw all aspects of media relations at the highest level of Minor League Baseball ... generated positive publicity for the Indians and Victory Field by serving as a liaison to local, regional and national media ... acted as a liaison between the Indians and Pittsburgh Pirates, International League and Baseball Advanced Media ... served as a webmaster for "IndyIndians.com," which averaged 4,000+ unique visitors per day ... compiled press releases, game notes, publications and statistics ... handled credential and interview requests ... coordinated more than 200 appearances for sponsorship, marketing, community relations and ticket departments ... maintained a weekly e-mail list with 6,000+ subscribers ... served as the team's spokesperson ... helped coordinate a preseason media & corporate sponsor luncheon.

**ADDITIONAL EXPERIENCE**

* <b>University of Mississippi Athletics</b>	<b>Media Relations Intern</b>	<b>Jan. - Dec. 2004</b>
* <b>National Collegiate Athletic Association</b>	<b>Statistics Intern</b>	<b>May - Aug. 2003</b>
* <b>Indianapolis Colts</b>	<b>Public Relations Intern</b>	<b>May - Aug. 2002</b>
* <b>Indiana High School Athletic Association</b>	<b>Sports Information Intern</b>	<b>May - Aug. 2000 &amp; 2001</b>
* <b>Ball State University Athletics</b>	<b>Communications Assistant</b>	<b>Aug. 1999 - Dec. 2003</b>

**SKILLS & EXPERIENCE**

<https://matt-segal.com/skills-experience/>  
 (Blue = highly experienced / Green = experienced)

**SOFTWARE & INTERNET**

<https://matt-segal.com/software-internet/>  
 (Blue = highly experienced / Green = experienced)

**Writing & copyediting (Associated Press-style)**  
 releases, features, previews, recaps, blogs, speeches, briefing books, etc.

**Website management & content generation**  
 have contributed to 15 different professional sites

**Social media management & content generation**  
 several Facebook accounts / one had 665,000+ likes  
 several Twitter accounts / one had 320,000+ followers  
 two Instagram accounts / one had 195,000+ followers

**Media relations (Television, radio, print & internet)**  
 information/credential/interview requests, general ops, event coverage, etc.  
 have worked with 300+ reporters in Indiana, Kentucky, Missouri & Mississippi

**Publications management, writing & layout**  
 media guides, programs, brochures, marketing collateral, etc.

**E-mail distribution programs**  
 releases, features, previews, recaps, newsletters, event invitations, etc.

**Graphic design**  
 for publications, collateral, social media, websites, etc.

**Photography**  
 have used DSLR camera for web, social media, print projects, requests, etc.

**Digital files management**  
 documents, videos, photos, logos, etc.

**Event management & operations**  
 have worked 2,250+ in more than 25 states

**Crisis communications role**  
 have dealt with multiple situations that received national attention

**Paid advertising placements**  
 radio, print & digital / have managed \$100,000+ budget

Adobe Photoshop  
 Dropbox  
 Facebook  
 Instagram  
 LinkedIn  
 Microsoft Excel  
 Microsoft Outlook  
 Microsoft Word  
 Twitter  
 YouTube  
 Adobe InDesign  
 Adobe PageMaker  
 Agorapulse  
 Basecamp  
 Constant Contact  
 Eventbrite  
 Function Point  
 GoDaddy  
 Google Docs/Sheets  
 Hootsuite  
 Mailchimp  
 Microsoft PowerPoint  
 Slack  
 Trello  
 Vimeo  
 WordPress

**LEADERSHIP**

**10** years of supervising graduate assistants, interns, students & event workers / **6** years of supervising full-time employees

**REFERENCES**

<https://matt-segal.com/recommendations/>  
 (Additional recommendations on LinkedIn)

**EDUCATION**

**Ball State University** / Muncie, IN / bachelor's degree (2004)

**WORK SAMPLES**

<https://matt-segal.com/work-samples/>