

# Matt Segal

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## **PROFESSIONAL SUMMARY**

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

I have worked in communications and marketing for 25+ years. I have a passion for writing, editing, website content, social media strategy, 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/>

### **\* Enterprise Mobility | Corporate Communications Manager (Digital) | March 2021 - Oct. 2025**

☐ Worked for a global mobility leader with \$39 billion in annual revenue, 90,000+ employees, 9,500+ rental branches across 90+ countries and 2.4+ million vehicles ... served as the primary contact for "EnterpriseMobility.com" (which grew from ~3 million page views and ~1.5 million site visits in 2024 to more than double that in 2025) ... site included press releases, news articles, executive bios and historical timeline plus content related to brands, services, innovation, sustainability and philanthropy ... one of ~30 contributors to the Enterprise Mobility corporate brand activation strategy project in 2023 ... led a project team of ~15 individuals when the former EnterpriseHoldings.com saw a major redesign/refresh in 2021-22 ... website point person for marketing/information technology colleagues plus external agencies focused on content development and technical coding/management ... project lead for a social media ambassadors program from 2021-25 (where nearly 2,000 users across ~50 channels contributed to 15,000+ content shares and \$500,000+ in estimated earned media value each year) ... trained ~2,500 global employees on our social media portal over those four years ... also responsible for Hailo user management, content development/strategy, resources creation and analytics reporting ... organized large-scale video/photo shoots in multiple countries and several executive video/photo sessions in St. Louis ... managed a variety of digital assets and filled internal/external requests ... worked with a seven-person external communications team regularly ... supported 35 colleagues in the broader department ... interacted with several external partners on a monthly basis.

### **\* Werremeyer Creative | Content Director | July 2018 - March 2020**

☐ Worked for a creative-services agency that specialized in marketing, advertising, design, branding and communications ... in less than two years, 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 organization ... served as the primary web publisher for three client sites (which saw a traffic increase of 60+% with my involvement) ... provided essential written content for the launch of six new websites in a variety of industries ... served as the lead proofreader for five lengthy medical publications (which had a combined audience of more than 1 million) ... simultaneously managed 10+ social-media platforms (which grew by 40+% under my watch) ... contributed to several company marketing efforts and external communications pieces ... worked with 13 full-time colleagues each week ... interacted with several external partners on a monthly basis.

### **\* St. Louis Economic Development Partnership | Digital Content Manager | April 2016 - June 2018**

☐ Supported 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" (which saw monthly visits increase 53% from 2016 to 2017) ... wrote, edited and posted press releases, news articles and general web content ... managed multiple Twitter and Facebook accounts (likes increased 45% while followers jumped 22%) ... studied, compiled and distributed digital-content analytics ... 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 ... interacted with 60+ colleagues across the organization.

### **\* St. Louis Rams | Website Coordinator | July 2015 - Jan. 2016**

☐ Served as the primary contact for "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 each week during the campaign ... copyedited and posted 15-20 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 ... opportunity came to an end when the club moved from St. Louis back to Los Angeles.

### **\* Morehead State University | Athletic Media Relations Director | Sept. 2011 - July 2015**

☐ Oversaw all publicity for the school's NCAA Division I athletics program ... worked with men's basketball, volleyball, soccer, softball, golf and rifle in 2014-15 ... primary contact for men's hoops, football and both golf teams from 2011-14 ... helped build a video operation ("Eagle Vision") from scratch ... oversaw the annual production of 50+ live events for the Ohio Valley Conference Digital Network and 100+ pieces of on-demand content ... served as a webmaster for "MSUEagles.com" ... compiled, edited and posted more than 250 written pieces per year, including game notes, previews, recaps, press releases and feature stories ... researched, wrote, edited and coordinated a number of publications ... managed official Twitter, Facebook and Instagram accounts ... staffed more than 75 home and road

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events per year ... served as a gameday 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 for owned channels ... managed the weekly Eagle Sports Coaches Show ... promoted student-athletes, coaches and programs for awards ... handled multiple crisis communication situations which attracted national attention ... served on MSU's Athletic Hall of Fame committee ... a member of the department's senior leadership team and lead spokesperson ... supervised two full-time employees, two graduate assistants, 10-12 undergraduate students and several gameday assistants.

**\* 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 ... helped supervise one full-time employee and one intern.

**\* 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 connector between the Indians and Pittsburgh Pirates, International League and Baseball Advanced Media ... served as a webmaster for "[IndyIndians.com](http://IndyIndians.com)" (which averaged ~1.5 million unique visitors per year) ... compiled press releases, game notes, publications and statistics ... handled credential and interview requests ... coordinated 50+ annual player appearances for sponsorship, marketing, community relations and ticket departments ... maintained a weekly email list (with 6,000+ subscribers) ... contributed to a preseason media & corporate sponsor luncheon ... served as the team's spokesperson ... hired and supervised two interns ... hired, scheduled and supervised one official scorer and one computer statistician for each home game.

**SKILLS & EXPERIENCE**

<https://matt-segal.com/skills-experience/>

(Blue = highly experienced / Green = experienced)

**Writing & copyediting (Associated Press style)**

releases, features, previews, recaps, blogs, speeches, briefing books, etc.

**Website management & content generation**

have made significant contributions to 20 different professional sites

**Social media management & content generation**

several Facebook accounts / one had 665,000+ likes

several Twitter/X accounts / one had 320,000+ followers

several 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.

**Email 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 approximately 2,500 across 30+ states

**Crisis communications**

have dealt with multiple situations that received national attention

**Paid advertising placements**

radio, print & digital / have managed \$100,000+ budget

**SOFTWARE & INTERNET**

<https://matt-segal.com/software-internet/>

(Blue = highly experienced / Green = experienced)

**Adobe Experience Manager**

Adobe Photoshop

Dropbox

Facebook

Google Docs/Sheets

Hailo (social media)

Instagram

LinkedIn

Mailchimp

Microsoft Excel

Microsoft Outlook

Microsoft Teams

Microsoft Word

Slack

Twitter/X

YouTube

Adobe Analytics

Adobe Illustrator

Adobe InDesign

Airtable

Constant Contact

Eventbrite

GoDaddy

Microsoft PowerPoint

Trello

Vimeo

WordPress

**LEADERSHIP**

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

**EDUCATION**

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

**REFERENCES**

<https://matt-segal.com/recommendations/>

(References are available upon request)

**WORK SAMPLES**

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