

# 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 IN ST. LOUIS**

<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](http://EnterpriseMobility.com)" (which grew from ~3 million page views and ~1.5 million site visits in 2024 to more than double that in 2025) ... 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 ... 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 ... organized large-scale video/photo shoots in multiple countries and several executive video/photo sessions.

### **\* 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).

### **\* 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](http://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%) ... 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.

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\* **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 each week during the campaign ... copyedited and posted 15-20 articles per week during the season ... 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).

**ADDITIONAL FULL-TIME POSITIONS**

*Details available via Matt-Segal.com & LinkedIn account*

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

\* **Horizon League | Director of Communications | Aug. 2008 - April 2010**

\* **Indianapolis Indians | Media Relations Manager | Jan. 2005 - Aug. 2008**

**SKILLS & EXPERIENCE**

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

*(Blue = highly experienced / Green = experienced)*

Writing & copyediting (*Associated Press style*)  
Website management & content generation  
Social media management & content generation  
Media relations (*television, radio, print & internet*)  
Publications management, writing & layout  
Email distribution programs  
Graphic design  
Photography  
Digital files management  
Event management & operations  
Crisis communications  
Paid advertising placements

*Visit webpage above for additional details*

**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

**SOFTWARE & INTERNET**

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

*(Blue = highly experienced / Green = experienced)*

Adobe Creative Suite (*several*)  
Adobe Experience Manager  
Facebook  
Instagram  
LinkedIn  
Mailchimp  
Microsoft 365 (*several*)  
Twitter/X  
YouTube  
WordPress  
Airtable  
Constant Contact

*Visit webpage above for full list*

**RECOMMENDATIONS**

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

*References available upon request*

**WORK SAMPLES**

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