

Matthew Hesselson

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I have gained many skills in my time as a business professional. Specific examples below will highlight the knowledge I have gained in applications such as the Microsoft Office Suite, the Adobe Creative Suite, and numerous Research related programs as well.

Experience

- 2010 – 2011 **Sony Music Entertainment, NEW YORK, NY** *Presentation Specialist*
- Wrote and created detailed PowerPoint presentations incorporating advanced Photoshop techniques used by the entire Risk and Controls department
 - Developed presentations and materials for training workshops administered to offices around the world
 - Created multiple PowerPoint templates to be used by the department going forward
- 2004 – 2011 **CBS Sports, NEW YORK, NY** *Freelance Graphics Assistant/Logger*
- Simultaneously monitor up to nine NFL Football and NCAA Basketball games to help lead Broadcast Associate build in-game graphics that are used during live TV coverage
 - Streamline highlight packages which enable the graphics team and director to execute in-game, half-time, and post-game coverage seamlessly
- 2007 – 2009 **Westwood One, NEW YORK, NY** *Manager, Marketing and Communications*
- Worked as a *Senior Research Analyst* for the first year at Westwood One before being promoted to a hybrid position between the Research and Marketing departments
 - Acted as the lead Public Relations contact for the company, including drafting press releases, and managing the distribution process
 - Liaison with the Art director, VP of Marketing and sales team to conceptualize and create integrated client-specific sales materials to grow radio and online sales for the company
 - Played an integral part in helping the sales team achieve numbers, utilizing advanced Photoshop, Illustrator, QuarkXpress, MRI, and all Microsoft Office applications skills to generate visually appealing proposals and collateral
- 2005 – 2007 **Millward Brown, NEW YORK, NY** *Assistant Research Executive*
- Created intricate PowerPoint presentations in order to help Fortune 500 clients get a better understanding of their advertising efforts
 - Wrote and administered client-specific questionnaires that would assist in the creation of various clients advertising campaigns
 - Used the Nielsen Media and MRI databases on a regular basis to gather data for client related tasks
- 2003 – 2005 **Telerep Communications, NEW YORK, NY** *Marketing Research Analyst*
- Provided high-level research assistance and sales collateral to support the company's television advertising selling efforts
 - Gathered and organized data from Nielsen television ratings which generated company databases necessary to use Medialine and Snap

Skills

- Excellent verbal and communication skills and extremely detail-oriented
- Highly proficient in Microsoft Office (PowerPoint, Excel, Word), Adobe Creative Suite (Photoshop, Illustrator, Flash, Dreamweaver, InDesign), MRI, QuarkXpress, Adobe Acrobat, Nielsen Media, ACT 1 systems, Medialine, Snap, Ascribe, Galaxy Navigator, Quanvert, and Scarborough databases

Education

- University at Buffalo—School of Management, BUFFALO, NY**
- B.S. in Business Administration, Marketing Concentration
 - Minor in Advertising and Public Relations
 - Took Graphic Design classes at *Hunter College* in 2009

Activities

- Young Judea Leadership Program in Jerusalem, Israel ■ Participate in charity walks/runs for Cancer and Diabetes ■ Participate in group sports leagues (bowling, basketball, softball) ■ Have taught tennis over spring and summer in spare time to kids and adults