

**MATT GRIFFIN**  
P O R T F O L I O  
*LETTER FOR MARKETING,  
PUBLIC RELATIONS &  
CORPORATE MEDIA*

Edwardsville, Illinois 62025  
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CELL: (309) 830-1416

*Hello Recruiter:*

*I am pleased to present this letter and résumé for consideration in your request for a marketing and advertising intern. I would like to ask you to accept this portfolio on behalf of your search and to review my compilations. I propose that I will be graduating next August with a Bachelors of Arts degree in Mass Communications accredited by Southern Illinois University Edwardsville. I will also have a minor in Business Administration and Computer Management & Information Systems. With my experience in marketing, I feel I am qualified for the position in this professional field of business.*

*I have taken on the responsibilities of a true leader being Director of Philanthropy for Alpha Kappa Lambda, Fraternity. I have made cooperative effort sponsoring blood drive events with the American Red Cross. As Philanthropy Director, my team and I are responsible for promoting the blood drive with advertisements and recruiting approved donors. It is my job to help the American Red Cross to reach their projected goal. I have also produced a video promoting our fraternity for new recruits.*

*To introduce my portfolio, I have compiled a series of job titles and descriptions to illustrate my progression with student employment as well as extracurricular proactivity, entertaining, volunteering & humanitarianism, flexibility, and multifaceted skill with designing and analyzing. I have also provided my availability for further preview.*

*Thank you for taking the time to review my portfolio. You may contact me via cell (309-830-1416) or by email (mattgriffin11@yahoo.com) if you request any additional information or request an interview. I am eager to learn more about the company and this position, as well as to discuss about my proposed contributions to the company.*

*Sincerely,*

*Matt Griffin*

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**OBJECTIVES**

**Job Seeking Information**

- *After graduation, I will be seeking a part time or full time position with a media and/or marketing firm.*

**EDUCATION**

<b>Southern Illinois University Edwardsville – Aug 2007 to present.....</b>	Grad Date: Aug 2012
• <b>Bachelor of Arts &amp; Sciences in Mass Communications – Corporate.....</b>	GPA: 2.484
○ Minor: CMIS & Business Administration	
○ Academic Level: Senior	

**ORGANIZATIONAL EXPERIENCE**

<b>Alpha Kappa Lambda Fraternity.....</b>	Jan '10-May '12
• <b>Beta Tau Chapter – Southern Illinois University Edwardsville</b>	Pending grandfather
○ Director of Philanthropy (Monitor member service hours, help sponsor blood drives with the American Red Cross).....	Aug '11-Pres
○ Public Relations Chairman.....	Sept '10-Pres
○ Recruitment Chairman.....	Jan '10-Pres
• <b>Interfraternity Council – AKL Representative.....</b>	Aug '11-Pres
• <b>Greek Council – AKL Representative.....</b>	Jan '11-Pres

**GENERAL EMPLOYMENT INFORMATION**

• <b>Barnes-Jewish Corporation – Marketing Department (marketing &amp; video)</b>	May '12-Pres
○ Intern (unpaid)	
○ I have various responsibilities and projects, such as: organizing information deciphered from data and/or from corporate portfolios.	
• <b>SIUE – Dining Services.....</b>	Sept '11-May '12, Sept '08-May '10
○ Dishwasher, Cook, Cleaner	
○ Responsibilities include: washing dishes, cleaning, cooking, and responding to any discrepancies with other duties around dining services.	
• <b>62 Sports Group.....</b>	Apr '11-Oct '11
○ Staff Member	
○ Responsibilities include: setting up inflatables, generators, blowers, tents, chairs, and carnival games; responding to any inquiries or concerns from the clients, and reporting any problems that may occur with the inflatables.	

**VOLUNTEER & PHILANTHROPY EXPERIENCE**

- Alpha Phi's King of Hearts Foundation supporting Cardiac Care – Alpha Kappa Lambda Rep
- Habitat for Humanity
- Play Fair
- American Red Cross – Blood Drive
- These Hands Don't Hurt

**PROJECTS**

• <b>Behavioral Health Network</b>	
○ Corporate portfolio packager	May '12
• <b>Alpha Kappa Lambda, Fraternity</b>	
○ Producer & editor (AKL Spring Rush Video 2012 – <a href="http://www.youtube.com/aklsie">www.youtube.com/aklsie</a> ).....	Jan '12
○ Designer (tangible banner – Goshen Lounge – SIUE).....	Jan '12
○ Designer (digital banner – <a href="http://www.aklsie.com">www.aklsie.com</a> ).....	Dec '11
○ Designer (webpage -- <a href="http://goo.gl/BtH0T">http://goo.gl/BtH0T</a> ).....	July '11
• <b>SIUE – Global Village (Broadcast Program)</b>	
○ Co-director, cowriter, co-producer.....	Aug '08-Dec'08

**Matt Griffin**

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Edwardsville, IL 62025  
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Mobile #: 309-830-1416

*References*

**Barnes-Jewish Corporation | Behavioral Health Network**

***Maureen Lynam***

Director of Marketing  
Marketing Department  
Barnes-Jewish Corporation  
St. Louis, MO 63108  
[mlynam@bjc.org](mailto:mlynam@bjc.org)

***Tracie McClain***

Media Services Manager  
Barnes-Jewish Corporation  
600 S. Taylor Ave. Suite 130  
MS 90-94-209  
St. Louis MO 63110  
314-286-0405 (desk)  
314-486-6144 (cell/text)  
[tracie.mcclain@bjc.org](mailto:tracie.mcclain@bjc.org)

***Diane McFarland***

Chief Executive Officer  
Behavioral Health Network  
of Greater St. Louis  
St. Louis, MO 63108  
(314) 780-3777

**Southern Illinois University Edwardsville | American Red Cross**

***Musonda Kapatamoyo***

Assistant Professor  
Mass Communications Dept.  
Southern Illinois University  
Edwardsville  
3 Hairpin Dr  
Edwardsville, IL 62026  
(618) 650-3110  
[mkapata@siue.edu](mailto:mkapata@siue.edu)

***Bob Marco***

Supervisor  
Dining Services  
Southern Illinois University  
Edwardsville  
2 Hairpin Dr  
Edwardsville, IL 62026  
(618) 650-3040

***Nicole Martinez-Nolte***

Donor Recruitment Representative –  
Madison County  
Missouri-Illinois Blood Service Region  
American Red Cross  
4050 Lindell Blvd  
St. Louis, MO 63108  
(314) 651-3622  
[NolteNK@usa.redcross.org](mailto:NolteNK@usa.redcross.org)

To whom it may concern:

*This letter is intended to serve as a college recommendation for Matt Griffin. I have been acquainted with Matt for about a year in several senior-level Mass Communications courses.*

*Last summer, Matt returned to Southern Illinois University Edwardsville to pursue more business-oriented courses of mass communications with particular interest in computer programming. Specifically, Matt enrolled in Designing & Writing for the Worldwide Web to gain some knowledge in the field of communications through business media. How do corporations use various media sources such as the Internet to communicate their business's purpose, goals, products, and community outreach, as well as collect data for analysis on multi-dimensional platforms? Matt chose his own educational and social organization, Alpha Kappa Lambda, Fraternity, as part of his final webpage project. Specifically, he successfully communicated and promoted his organization's three philanthropies on his university webpage.*

*Many of his fellow members turn to Matt whenever they need new graphic designs for the organization's chapter website—a website different from that of Matt's university webpage. Initially, many of Matt's fellow members underestimated his abilities, but he sought to prove himself by taking initiative. Matt has designed many of the organization's recruitment promos, including flyers, videos, and a banner, which hangs in the Morris University Center at SIUE. He has also designed and updated AKL's Twitter page, communicating chapter activities to the national secretary, Jeremy Slivinski.*

*In a more academic view, Matt has a keen sense of analysis. He has researched topics on social media as well as psychological understandings of organic foods, conducted focus groups on these topics, created questionnaires and calibrations of these data, and furthermore has analyzed these data into adequate hypotheses.*

*With his new-found talent, Matt has been one of the top-grade students in several Computer Management & Information Systems courses at SIUE and has officially declared his minor studies in the School of Business with a particular focus on CMIS and Business Administration.*

*Matt is very detailed with programming and coding. Everyone can tell he enjoys the intertwining of mass communications and CMIS. With his talent for mass communications, computer management & information systems, and research, Matt is an excellent candidate for your field of business.*

Musonda Kapatamoyo  
Assistant Professor

### Web Designing and Coding Samples

#### **About the Webpage**

*I was given an assignment in my Designing and Writing for the Worldwide Web course in summer 2011. My task was to create a website using HTML and CSS with Apple's version of Adobe Dreamweaver, which uses manual language coding procedures.*

*I decided to create a fake website for Alpha Kappa Lambda's philanthropies using my own personal webpage provided by the university. All the information is real. I had done all the graphics myself using different picture-editing software. You can visit this webpage at <http://goo.gl/BtHOT>.*

### Newsletter Sample (Information)

#### **About the Newsletter**

*As a side project for my fraternity, Alpha Kappa Lambda, I decided to make a newsletter to inform our alumni, parents, and school about the progress with our philanthropies and community service projects. In the newsletter, I describe the events we had participated in and thrown ourselves. I also took the liberty to shine some spotlight on some of the members that have contributed the most to all of our services.*

*Just ask to view a full copy of this newsletter for consideration references.*

### Program Designing and Coding Samples (Information)

#### **About the Programs**

*Every week, I am given an assignment in which I must create a program to help corporations manage a business. In my Computer Management & Information Systems (CMIS) course, I use Microsoft Visual Basics to create simple and fundamental programs for office use.*

*Below are a few samples of my work. I have designed and coded each program manually, and the programs are capable of practical use for anyone's convenience.*

### Skills & Programs

- *Adobe Dreamweaver (HTML, CSS)*
- *Adobe Illustrator*
- *Adobe Photoshop*
- *AVID*
- *Final Draft*
- *IBM IMS*
- *Microsoft Excel (spreadsheets, graphs, data sets)*
- *Microsoft PowerPoint*
- *Microsoft Visual Studio 2010 (Visual Basics)*
- *Microsoft Word*