

Edwardsville, Illinois 62025 <u>MATTGRIFFIN11@YAHOO.COM</u> 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			

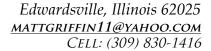
**1** | P a g e <u>Updated April 4, 2012</u>



## **OBJECTIVES**

Job Seeking Information

EDUC	After graduation, I will be seeking a part time or full time position with a media and/or ma CATION	Grad Date:
Southern Illinois University Edwardsville – Aug 2007 to present		Aug 2012
•	Bachelor of Arts & Sciences in Mass Communications – Corporate	
	Minor: CMIS & Business Administration	GPA: 2.484
	Academic Level: Senior	
ORG	ANIZATIONAL EXPERIENCE	
	Kappa Lambda Fraternity	Jan '10-May '12
Aipiia •	Beta Tau Chapter – Southern Illinois University Edwardsville	
•	Director of Philanthropy (Monitor member service hours, help sponsor blood	Pending grandfather Aug '11-Pres
	drives with the American Red Cross)	Aug 111103
	Public Relations Chairman	Sept '10-Pres
	Recruitment Chairman	Jan '10-Pres
•	Interfraternity Council – AKL Representative	Aug '11-Pres
•	Greek Council – AKL Representative	Jan '11-Pres
GENI	ERAL EMPLOYMENT INFORMATION	
<u>CLIVI</u>	Barnes-Jewish Corporation – Marketing Department (marketing & video)	May '12-Pres
•	• • • • • • • • • • • • • • • • • • • •	,
	<ul> <li>Intern (unpaid)</li> <li>I have various responsibilities and projects, such as: organizing information</li> </ul>	
	<ul> <li>I have various responsibilities and projects, such as: organizing information deciphered from data and/or from corporate portfolios.</li> </ul>	
_	SIUE – Dining Services	Sept '11-May '12
•	SIDE - Diffing Services	Sept '08-May '10
	o Dishwasher, Cook, Cleaner	
	<ul> <li>Responsibilities include: washing dishes, cleaning, cooking, and responding</li> </ul>	
	to any discrepancies with other duties around dining services.	
•	Apr '11-Oct '11	
	62 Sports Group	
	<ul> <li>Responsibilities include: setting up inflatables, generators, blowers, tents,</li> </ul>	
	chairs, and carnival games; responding to any inquiries or concerns from the	
	clients, and reporting any problems that may occur with the inflatables.	
Volu	<u> Jnteer &amp; Philanthropy Experience</u>	
•	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	
Proj		
•	Behavioral Health Network	
	Corporate portfolio packager	May '12
•	Alpha Kappa Lambda, Fraternity	, . <u>-</u>
-	Producer & editor (AKL Spring Rush Video 2012 –	
	www.youtube.com/aklsiue)	Jan '12
	Designer (tangible banner – Goshen Lounge – SIUE)	Jan '12
	Designer (digital banner – www.aklsiue.com)	Dec '11
	<ul> <li>Designer (webpage http://goo.gl/RtH0T)</li> </ul>	Julv 11
•	Designer (webpage <a href="http://goo.gl/BtH0T">http://goo.gl/BtH0T</a> )	July '11
•	<ul> <li>Designer (webpage <a href="http://goo.gl/BtH0T">http://goo.gl/BtH0T</a>)</li></ul>	July '11 Aug '08-Dec'08





# **Matt Griffin**

510 Roanoke Dr Edwardsville, IL 62025 mattgriffin11@yahoo.com

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

## 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

## Diane McFarland

Chief Executive Officer
Behavioral Health Network
of Greater St. Louis
St. Louis MO 62108

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

## **Bob Marco**

Supervisor
Dining Services

Southern Illinois University

Edwardsville

2 Hairpin Dr

Edwardsville, IL 62026

(618) 650-3040 (31

## Nicole Martinez-Nolte

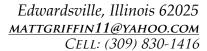
Donor Recruitment Representative –

Madison County

Missouri-Illinois Blood Service Region

American Red Cross 4050 Lindell Blvd St. Louis, MO 63108 (314) 651-3622

NolteNK@usa.redcross.org





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		

**4** | Page Updated April 4, 2012



#### **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