



CREATIVE MARKETING PROFESSIONAL

≡ ABOUT ME

As a risky traditionalist, I see the importance of boldness and sticking to your roots. After travelling across the country to complete my degree at Auburn University, I have learned the importance of tradition and innovation. At Auburn, I have learned to be bold, left my mark and practiced traditions honored by so many. Post-grad, I plan to do just that: pave my way through boldness and learning from those that have been bold enough before me, creating the new tradition.

May 2023 Grad — Emerging Sports
Entertainment Marketing Specialist

≡ EDUCATION

Auburn University
B.A. Public Relations

May 2023 Grad

Minors: Business & Marketing

Major GPA: 3.92

Cumulative GPA: 3.79

Certifications: HubSpot Content Marketing,
HubSpot Social Media Marketing, Google
Ads Search

Other Involvement: College of Liberal Arts
First Generation Student Mentor Program,
Music Business Association, EMERGE,
Lambda Pi Eta Honor Society (VP), PRSSA
(Executive Liaison)

≡ CONTACT

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≡ WORK EXPERIENCE

Sports Marketing and Fan Engagement

Aug. 2022 -

Auburn Athletic Department

- Implemented marketing plans and ticket sales strategies while assisting the marketing staff. Operations include event preparation, management of kid's club, promotions and professionally represent Auburn Athletics on gamedays.

Social Media Contractor

Nov. 2021 -

MELT

- Maintained and created social for activations on a variety of platforms. Events included Tip-Off at Toomers with the Auburn University Basketball Teams. Activations include the Georgia Lottery at the Atlanta Braves, Ghirardelli Summer S'mores Tour and the Inaugural NIL Summit at the CFA College Football Hall of fame.

Lead Marketing Intern

May 2021 -

New Venture Accelerator, Auburn Research Park

- Pioneered social media presence for increased engagement. Designed collateral marketing materials to promote programs for campus wide. Events included workshops, Women's Entrepreneurship Week, and business competitions.

Creative Marketing Intern

May - Aug. 2022

little word studio

- Assisted with marketing and copywriting for client projects spanning across several industries, including real estate, coffee/beverages, IT, tech/startups, entertainment and more.

≡ LEADERSHIP EXPERIENCE

Account and Outreach Co-Director

Jan. 2022 -

The Oaks Agency

- Monitored activities on nine accounts and assigned members to appropriate clients. Pitched to prospective clients through proposing strategic, effective and specialized plans to small businesses, on-campus organizations and non-profits.

Assistant Director of Finance

April 2021 - March 2022

University Program Council

- Monitored engagement and performance of events to effectively budget and create events that honor the traditions of the Auburn Family and build rapport with the VP of Finance. Collaborated frequently with Auburn Athletics and SGA.

Director of Philanthropy

May - Aug. 2022

Kappa Kappa Gamma

- Organized fundraising efforts for local and national philanthropies. Fundraising accelerated by 210%, raising over \$35,000 throughout term. Assisted in district launch of the new mental health philanthropy. Designed and coordinated philanthropy round for formal Panhellenic recruitment.