

Alex Matthews

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414 Mascoutah Avenue Belleville, IL

Marketing professional with over 10 years of experience in graphic design, social media, advertising and content planning.

Areas of Expertise

Marketing Strategy
Graphic Design
Social Media Management

Analytics & Reporting
Email Marketing
Content Management

EXPERIENCE

Oak Tree Management Services • Belleville, IL

Marketing Director July, 2016 – Present

- Develop and execute marketing plans and budgets for multiple units, including the grand opening campaign for the area's largest restaurant
- Serve as the design lead supporting various hospitality businesses
 - Create print ads, billboards, logos, menus and other materials
 - Design websites, emails and social media graphics
- Coordinate media buys and negotiate contracts
- Create analytics reports and monitor campaigns to ensure ROI
- Served as Interim Sales Team Manager

ILLINOISouth Tourism • Swansea, IL

Graphic Designer & Social Media Coordinator July, 2013 – July, 2016

- Produced content for print and online campaigns
- Launched blog and social media channels
- Oversaw new branding and website roll-out
- Coordinated ad campaigns between partners and vendors
- Wrote feature stories and took photos of events and attractions
- Taught workshops on social media marketing

National Shrine of Our Lady of the Snows • Belleville, IL

Graphic Designer September, 2008 – July, 2013

- Designed ads and other graphics for print and web
- Launched social media presence
- Took event, location and product photography

EDUCATION

Hickey Business College • St. Louis, MO

Associate Degree, Graphic Design
Graduated December 2007

Technical & Professional Skills

- Print & Digital Design
- Branding & Logo Design
- Social Media Advertising
- Digital Advertising
- WordPress
- Presentation Design
- HTML & CSS
- Copywriting
- Photo Editing
- Photography
- Video Editing
- Brand Management
- Budgeting
- Public Speaking

Software Proficiencies

- Adobe Creative Cloud
InDesign, Photoshop, Illustrator, Lightroom, Premiere Pro, Dreamweaver
- Microsoft Office
- Apple iWork
- MacOS & Windows

Recognition

Excellence in Tourism Award,
Best Cooperative Partnership
2016 Illinois Governor's Conference
on Travel & Tourism