

Matthew Hurst
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Education

American University, Washington, DC
MA, Public Communications, August 2009

Webster University, Webster Groves, MO
Bachelor of Arts in Film, May 2008

Work Experience

Marketing Specialist, Blue Fountain Media January 2010 - Present

- Increased sales conversions and peer discussion of established brands
- Directed research of keywords and social media for marketing
- Promoted client business through online reputation management

Online Analyst (Intern), New Media Strategies May 2009 - August 2009

- Collected online research to measure attitude and promote awareness
- Daily monitoring online for brand protection and crisis communications
- Audited hundreds of videos online to protect brands, copyrights

Voter File Manager, Jay Nixon for Governor (Missouri) May 2008 - August 2008

- Designed and maintained database registry of voter information
- Directed survey research of over 200,000 constituents
- Identified undecided voters for communications campaign

Communications Experience

Editor-in-Chief, Highway 61 revised, St. Louis, MO May 2007 - August 2008

- Founding editor, reporter for local blog (www.61revised.com)
- Created original short audio and video podcast segments

Consultant, Department of Commerce, Washington, DC Oct. 2008 - Dec. 2008

- Led YouTube video contest for the Digital TV transition
- Created online social network presence for campaign

Skills

Communications – Wordpress, Dreamweaver, HTML, PHP, CSS, MySQL, Photoshop, Video Editing, Podcasting, SPSS

Computer: Proficient in Mac and PC operating systems, all Office applications, databasing, and basic server management.

References

Alhan Keser

Director of Marketing

Blue Fountain Media

alhan@bluefountainmedia.com

Josh Parolin

Deputy Field Director

Jay Nixon for Governor

joshparolin@gmail.com

Matthew Nisbet

Communications Professor

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