

Patty Matos

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Education

The University of North Carolina at Chapel Hill 2016 – 2019

Bachelor of Arts, Media and Journalism - Public Relations; Social and Economic Justice minor

- Dean's list Fall 2016 – Spring 2018
- Carolina Covenant scholar

Fashion Institute of Technology 2013 – 2015

Associate of Applied Science, Accessories Design

- Summa Cum Laude (3.87); Dean's list Fall 2013 – Spring 2015
- Phi Theta Kappa Honor Society member since Spring 2014

Experience

The Meantime Coffee Co. Chapel Hill, NC

Project Manager March 2018 – Present

- Coordinated special projects in marketing and operations, including an expansion project in collaboration with the Department of Computer Science at UNC - Chapel Hill.

Chief Marketing Officer September 2016 – April 2018

- Oversaw the creation and execution of all branding, marketing, public relations, and social media operations, leading a team of three student employees.

The Society Management New York, NY

Media Intern June 2014 – May 2015

- Created and posted content on agency website and social media accounts, including backstage photography and show coverage during New York Fashion Week.
- Assisted in the creation of digital press kits and social media performance and trend reports.
- Assisted in social media mentoring sessions for agency talent.

The Cab Day

Co-Founder 2011 – 2014

- Led an annual grassroots event to celebrate pop rock band The Cab and its fanbase.
- Designed and created merchandise, promotional print collateral, and social media content.
- Coordinated activities to promote fan engagement, including fan meetups in six major cities around the world.
- Tracked finances and project budget.

Pattycakes

Owner, Designer August 2010 – August 2013

- Designed and created jewelry and accessories for girls and young women.
- Shipped products internationally to customers in over twenty countries.

Proficiencies

Social Media Management

Customer Service

Copywriting

Product Development

Research Techniques

Spanish (native speaker)

Adobe CC Suite

CMS

HTML/CSS