

Patty Matos

+1 561.213.5537 • patty.matos.a@gmail.com • @thepattymatos • thepattymatos.com

Education

The University of North Carolina at Chapel Hill 2016 – 2019

B.A., Media and Journalism - Public Relations; Social and Economic Justice minor

- Dean's list Fall 2016 – Fall 2018; GPA: 3.83
- Notable courses: International Media Studies: London, International Documentary Projects: Uprooted (PR Coordinator), Case Studies in Public Relations, Public Relations Campaigns Capstone, Diversity and Communication, The Art of Creating Social Impact Campaigns

Fashion Institute of Technology 2013 – 2015

A.A.S., Accessories Design, summa cum laude (3.87)

- Phi Theta Kappa Honor Society member since Spring 2014

Experience

The Meantime Coffee Co.

Chapel Hill, NC

Project Manager

March 2018 – January 2019

- 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.
- Created foundational documents for brand communications, including a comprehensive branding and identity guide, annual marketing plans, and internal communications guidelines.

The Society Management

New York, NY

Media Intern

June 2014 – May 2015

- Implemented a cross-platform digital calendar for Twitter, Instagram, Facebook, Tumblr, and the agency website, creating and posting content including backstage photography and show coverage during New York Fashion Week featured in Vogue.com.
- Contributed to social media trend and performance research for internal use.

The Cab Day

Co-Founder

2011 – 2014

- Created and implemented a dynamic marketing and social media plan, including fan meetups in six major cities, that garnered 1m+ Twitter impressions from fans in 30+ countries and gained national press coverage including a feature segment on CBS' "The Insider."
- Conducted and managed merchandising efforts, including project budget tracking.

Pattycakes

Owner, Designer

August 2010 – August 2013

- Designed and created accessories for young women, with customers in 20+ countries.

Proficiencies

Spanish (native speaker)

Social Media Management

CMS

Customer Service

Research Techniques

HTML/CSS

Copywriting

Product Development

Adobe CC Suite