

Patty Matos

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

ACADEMIC PROFILE

University of North Carolina at Chapel Hill

2016 – 2019

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

- Highest Distinction (3.82)
- 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)

HONORS & AWARDS

Kappa Tau Alpha Honor Society member (2019)

F. Weston Fenhagen Scholarship (2018)

Phi Theta Kappa Honor Society member (2014)

PROFICIENCIES

Adobe CC Suite

HTML/CSS

WordPress

Customer Service

Research Techniques

Copywriting

Product Development

LANGUAGES

Spanish ★★★★★

English ★★★★★

French ★★

EMPLOYMENT HISTORY

Project Manager

The Meantime Coffee Co. | 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

The Meantime Coffee Co. | January 2017 – August 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.

Media Intern

The Society Management | 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.

Co-Founder

The Cab Day | 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.

Owner, Designer

Pattycakes | August 2010 – August 2013

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