

Matthew W. Maxey

contact



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education

The University of Tennessee at Martin | Martin, Tenn. (2001-2006)

Bachelor of Arts Degree – May 2006

Major: Communications, Public Relations

Bachelor of Arts Degree – December 2005

Major: Political Science Minor: Travel & Tourism

volunteer

Leadership Cheatham County
UT Martin Nashville Alumni Chapter
Nashville Sports Council
NCAA Women's Final Four
NCAA Men's Basketball Tournament
Franklin American Mortgage Music City Bowl

software proficiency

Visual Design: Adobe Photoshop, Adobe InDesign, Quark Xpress

Social Media: Hootsuite, Viralwoot, Sprout Social, Tweet Deck

Content Marketing: Wordpress, CoSchedule, Blogger, Slideshare

Measurement: Google Analytics, Bit.ly, Facebook Analytics, Twitter Analytics, Pinterest Analytics

NCAA Statistical: Stat Crew, Golfstat

experience

Independent Public Relations Consultant, Nashville, Tenn. | Jan. 2011 – Present

Writer, Photographer, Social Media Manager Website Administrator

- Media & PR strategy consultation with corporate, political and non-profit entities.
- Social media development, management and social engagement training.
- Production of feature, advertorial, opinion and position pieces for publication both in print and online.

Featured Client: Sports & Entertainment Nashville Magazine

- Production of feature stories for print publication and weekly blog posts.
- Development, management and editing of magazine's website and entire online presence, including editorial content management, advertisements, photography and comments.
 - Directed increased online content production from quarterly to daily.
- Coordination of social media presence on Facebook, Twitter, Instagram and Pinterest.
 - Grew social presence and interactions by over 500% (since Dec. 2014)

Featured Client: The Brumfield Group

- Production of social media plans, research packets, graphic designs, photography, oped articles, speeches and feature stories for various projects and clients including: Dollar General Corp./Cal Turner, Bill Freeman, Freeman for Mayor, Anheuser Busch, Nashville Airport off site parking businesses and others.

UT Martin Athletic Communications, Martin, Tenn. | Sept. 2006 - June 2010

Assistant Athletic Communications Director

- Primary media contact for five NCAA Division I sports in addition to special projects.
- Developed and coordinated social media presence for all UT Martin athletics.
- Coordinated day-to-day media interactions with student-athletes and coaches.
- Directed two successful national All-American campaigns.
- Produced and designed media guides, game notes, press releases, media advisories, feature stories and promotional materials.

Mike McWherter for Governor, Nashville, Tenn. | June – Dec. 2010

Political Director

- Coordinated campaign network, endorsements and visibility with statewide local media.
- Organization of campaign stop logistics & organization of local appearances across Tenn.
- Assisted in candidate and message preparations for statewide debates and speeches.

campaigns

Patrick Smith for Register

Ashland City, Tenn. | April - Aug. 2014

Media & Strategy Consultant

Jane Crisp for State Rep.

Pegram, Tenn. | April - Aug. 2012

Media & Strategy Consultant

Tony Campbell for State Rep.

Ashland City, Tenn. | Jan. - Dec. 2004

Campaign Manager

Mark Maddox for State Rep.

Dresden, Tenn. | Aug. - Nov. 2002

Campaign Manager

Jim Cooper for Congress

Nashville, Tenn. | April - Aug. 2002

County Campaign Coordinator

internships

American Junior Golf Association

Braselton, Ga. | May – Sept. 2006

Communications Intern

Congressman Jim Cooper

Nashville, Tenn. | June 2003

District Office Intern

Governor Phil Bredesen

Nashville, Tenn. | Jan. - May 2003

Legislative Intern