

MATTHEW SCOTT DEMARGEL

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QUALIFICATIONS

- **Award-winning event director:** winner of the 2006 Bob Freitas Award, recognized in *ESPN the Magazine's* "Dream Jobs" in 2009 and nominated for Larry McPhail Promotional Award in 2001 & 2002
 - Accomplished **marketing director** capable with traditional and social media campaigns as well as email service providers
 - Strong career as a **public relations specialist**, with experience using **HARO, Profnet, Cision, Bronto, Harvest, Contactology, Instant.ly and PR Web** among other public relations related applications.
 - Experienced **team leader:** annually responsible for over 100 employees and volunteers working in marketing, communications, community affairs, entertainment and television production
 - Successful **project coordinator:** Managed high-priority projects including a professional baseball all-star game, a 100th anniversary baseball season, a marketing presentation to build a baseball stadium and an internship program
 - Software proficiencies: Experienced with **Microsoft Office, Adobe Design and Web Premium Suite** (Dreamweaver, inDesign, Illustrator, Photoshop) **QuarkXpress**
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PROFESSIONAL EXPERIENCE

919 Marketing.....**March, 2013 - current**

Public Relations Catalyst

- Work with national franchises Blimpie Subs, Fred Astaire Dance Studio, Great Clips, i9 Sports and Papa Murphy's Pizza to create media campaigns. Stories have appeared on CBS Radio News, The New York Times, Wall Street Journal, CNN and local stations and publications throughout the U.S.

YMCA of the Triangle.....**June, 2011 - current**

Wellness Team Member

- Work in several capacities at the Downtown Durham and American Tobacco YMCAs, including roles as an indoor cycling instructor, wellness floor attendant and access desk administrator.

Durham Bulls Baseball Club (Tampa Bay Rays).....**Jan, 2001 - Sept, 2011**

Director of Media Relations & Promotions

- Oversaw several divisions for the team, including entertainment, marketing, media and community relations, player relations, television production and website administration

Lake Elsinore Storm (Anaheim Angels).....**Jan, 1999 - Dec, 2000**

Director of Public Relations & Game Operations

- Managed entertainment, media and community relations, and special events
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EDUCATION

University of Missouri.....**Graduated May, 1997**

Bachelor of Arts, Interdisciplinary Studies (3.3/4.0 in major)

- Along with carrying a full class schedule, served as a facility committee member, membership director, philanthropy chairman and public relations director for various organizations
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COMMUNITY INVOLVEMENT

Habitat for Humanity of Durham.....**Jan, 2008 - Present**

Fundraising Events committee

- Worked to develop and market the Habitat Bull Moon Ride and Halloween Bike Ride, grossing over \$100,000 per year since 2010

Explorer Post 50.....**Jan, 2006 - Sept, 2011**

Youth Scholarship selection committee

- Worked with others to determine which members of the Durham Bulls television production volunteers would receive one of the organization's annual scholarships

Light Up Durham.....**Jan, 2005 – Oct, 2008**

Vice-President, organization committee

- Served as Vice-President on board of directors for a service organization benefiting community youth