

# Matthew Scott DeMargel

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## PROFESSIONAL SUMMARY

I am an experienced Public Relations, Marketing and Promotions Director with expertise in special event creation and coordination, publicity, community development, media relations, web development and design. I am proficient in Spanish, versed in HTML and skillful with the Microsoft Office and Adobe Creative Suite.

## WORK HISTORY

*Jan, 2001  
Sept. 2011*

### Director of Media Relations/Promotions

Durham Bulls Baseball Club, Durham, North Carolina

- Served as marketing director, handling all facets of the team's advertising and publicity including television, radio, print, online, social media and email marketing.
- Created and implemented team's media operation with responsibilities including media guide creation, game program administration, press releases, scheduling player interviews and appearances, press box set-up, and creation of media library
- Directed game operations; nominated for the Larry McPhail Promotional Award in 2001 & 2002 and winner of the 2006 Bob Freitas Award (Best Triple-A Team)
- Served as executive producer for Durham Bulls Television production, growing the program from a four-camera, standard definition production in 2006 to a six-camera, high definition production that broadcasts three to five games nationally per year.
- Directed community relations department that grew from less than 10 programs in 2000 to 25 by 2011. Programs include the Habitat Bull Moon Ride, Hospital Tours, Wool E. Bull's Toy Drive, the Durham Bulls Youth Athletic League Charity Auction, Wool E. Bull's Reading for Rewards program and Education Day.
- Recognized in *ESPN the Magazine's* "Dream Jobs" in 2009
- Manager of over 100 employees/volunteers per year with duties including hiring, training and coordinating their efforts throughout the season
- Developed new homepage for [www.durhambulls.com](http://www.durhambulls.com) and the new site for team on Major League Baseball's Advanced Media Network.
- Created team's Twitter, Facebook and YouTube pages, now boasting over 25,000 fans
- Created Durham Bulls Journalism Internship program in conjunction with the University of North Carolina to give aspiring journalism students the opportunity to write up to 20 features per year about the Durham Bulls
- Experienced with Adobe Photoshop and inDesign as well as Quark Xpress.

*Jan, 1999  
To Dec, 2000*

### Director of Public Relations/Game Day Operations

Lake Elsinore Storm Professional Baseball Team, Lake Elsinore, CA

- Responsible for all facets of the game operation including in-game promotions, press box operations, and on-field entertainment
- Coordinated the third-ever California League/Carolina League All-Star Game which drew 6,518 fans, the second highest total in league history at the time

*May, 1997*

## EDUCATION

- B.A. - University of Missouri, Columbia, MO

## COMMUNITY SERVICE

- Served on organizing committee for Habitat for Humanity of Durham's cycling events, including the Bull Moon Ride and Halloween 100
- Served on the scholarship board of Explorer Post 50, the youth-based organization responsible for producing Durham Bulls Baseball.