



MATT SEVITS

Digital Marketer



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541.968.0783

mattsevits.com

WORK EXPERIENCE

Webmaster / Graphic Designer

*OBEC Consulting Engineers
August 2013 to Current*

As the sole webmaster / graphic designer, I work with a small team of marketers and a handful of engineering project managers to create compelling and informative content across our various channels. This often involves juggling many competing deadlines on aggressive schedules while also accommodating the needs of the many stakeholders involved. Most recently, I spearheaded the company's 50th anniversary campaign, which involved significant e-mail and social media campaigns, as well as event planning.

- › Update OBEC's website, social media and intranet site regularly.
- › Produce compelling graphics and display materials for use in engineering proposals, open houses, & other marketing purposes.
- › Produce a yearly calendar, mailed to almost 1,000 clients and colleagues, that highlights OBEC's various work.
- › Ensure consistent branding and enforce brand standards across the firm.
- › Maintain and update corporate identity materials, such as letterhead, business cards, and office interior designs.
- › Design OBEC's trade show presence, including multimedia and giveaways.

Marketing Coordinator

*OBEC Consulting Engineers
November 2009 to August 2013*

Wrote engineering proposals and assisted project managers with business development efforts for the Bridge, Structural, and Environmental divisions within OBEC. Provided copy-editing and quality control across the Marketing team. Maintained knowledge of clients, contacts, and key elements of OBEC's multidisciplinary services.

Intern / Assistant Editor

*Web100.com
March 2009 to June 2012*

Wrote fun, original, engaging content on tight deadlines for this forward-thinking, tech-oriented site. Worked closely and remotely with Web100.com's founder to conceive and plan new top 100 lists, including guides to platforms that were newly emerging at the time, such as Android and Twitter. Implemented SEO and social media best practices at Web100.com.

Production Assistant

*KEZI TV
November 2009 to August 2013*

Worked behind the scenes to complete essential production tasks for the station's broadcasts, including on-air floor direction, audio control, technical direction, and Chyron production.

EDUCATION

Bachelor of Arts | Journalism: Magazine (2008)
University of Oregon

REFERENCES

Kaitlyn Lange

Mazetti
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Ashley Chase

Self-Employed
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ABOUT ME

I'm a marketing specialist with a strong journalistic background based in Eugene, Ore. My areas of expertise include digital marketing, social media, print design, branding, and event planning, to name a few. Marketing is my calling; my ultimate reward comes from spreading passion and getting people excited about a product that I care about.

PERSONAL SKILLS



Team Player



Organized



Deadline-Oriented



Creative



Self-Motivated



Positive

PROFESSIONAL SKILLS



PLUS:

Premiere Pro	Delttek Vision
Drupal	Wordpress
Hootsuite	SproutSocial
Google Analytics	Microsoft Office
AP Style	Slack