



MATTHEW KAFOURY

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----- **EDUCATION**

**TRINITY UNIVERSITY
SAN ANTONIO, TX**

Class of 2013
B.A. in Communication

Minors: Film Studies,
Communication Management

3.98 GPA
summa cum laude
Honors in Communication
Phi Beta Kappa
Dean's List (2009 - 2013)

**UNIVERSIDAD PABLO OLAVIDE
SEVILLE, SPAIN**

January - May 2012
International Business and Culture program

Studied film, intercultural communication,
international marketing, and Spanish

Lived with a Spanish host family

----- **SKILLS**

ADVANCED

Adobe Creative Suite, Microsoft Office,
Mac and PC, WordPress, Squarespace,
HTML, written and oral communication,
copy editing, photo editing, typography,
desktop publishing, design for print and web

PROFICIENT

Spanish conversation, social media,
Basecamp, BigCommerce, MailChimp,
Google Analytics and AdSense

BASIC

Spanish reading and writing,
video editing, photography

PROFESSIONAL EXPERIENCE -----

IN-HOUSE GRAPHIC AND WEB DESIGNER

Sellwood Pet Supply
August 2016 - Present / Portland, OR
Design and produce print and video ads, animations, email marketing campaigns,
signage, web graphics, and social media posts. Designed, built, and maintain website.

FREELANCE GRAPHIC AND WEB DESIGNER

August 2014 - July 2016 / Portland, OR
Designed and produced websites, advertisements, logos, signs, and other materials
for a wide range of clients. Clients include Enrollment Research Associates, Elements
Partnership, Jefferson Research, Custom Tutoring PDX, Citizens for Hamacher.

MANAGER, GRAPHIC DESIGNER, WEB CONTENT COORDINATOR

Java Hound Coffee Bar
November 2014 - July 2016 / Portland, OR
Placed orders and maintained communication with local vendors; upheld positive
relationships with customers and staff. Designed graphics and print materials;
managed website and social media accounts; implemented marketing strategies.

ENGLISH CONVERSATION TEACHER

Jose Ortega y Gasset Primary School
September 2013 - June 2014 / Madrid, Spain
Drafted and implemented lesson plans for over 150 Spanish children aged 5-10.
Wrote, designed, and edited workbooks for English teachers in Spain.

FREELANCE EDITOR AND ENGLISH LANGUAGE TUTOR

January - June 2014 / Madrid, Spain
Edited English translations of non-English works. Conducted English language lessons.

WEB AND SOCIAL MEDIA MANAGER

The Trinitonian
August 2012 - May 2013 / San Antonio, TX
Designed, built, and managed award-winning website: www.trinitonian.com.
Overhauled and generated content for the paper's social media accounts.
Designed and published web content for each division of the paper (advertising,
editorial, business). Monetized site using Google AdSense, updated framework and
functionality as needed.

RESEARCH AND DESIGN INTERN

San Antonio Spurs Marketing Apprenticeship
Summer 2012 / San Antonio, TX
Composed a national survey and drafted an advertising campaign proposal for
the San Antonio Spurs. Crafted print ads, social media promotions, videos, and
wireframes for a mobile app.

ACADEMIC EXPERIENCE -----

HONORS THESIS IN COMMUNICATION

August 2012 - May 2013 / Trinity University Communication Department
Wrote, defended, and published a 50-page research paper concerning advertising
for motion pictures. Designed a multimedia advertising campaign implementing my
thesis's original theoretical model.

MARKETING MANAGER - BUSINESS IDEA CONTEST

January - April 2013 / Turner Parscale LLC and Trinity University
Co-hosted competition; planned, designed, and implemented a full multimedia
marketing campaign.