



Matthew J. Oleszczak

“Oh-lesh-chalk” (It’s Polish)

SKILLS

content creation
photography
search-engine optimization
social media
videography

EDUCATION

UNIVERSITY OF MINNESOTA
(2015)
Major: Journalism
Minor: Management

CLIENTS WORKED

Buffalo Wild Wings
Navy Federal Credit Union
Orlando Health
UNC REX Healthcare
Be Well NM

EXPERIENCED IN

Google Analytics
Google Adwords
Microsoft Office
Adobe Creative Suite

CONTENT INTERN (Sep 2015 – today)

Bluespire Marketing

- Composed and edited informational health and financial articles
- Produced content for a variety of media, including print and digital
- Kept up a quick turnaround while adhering to AP, SEO and client-specific style guides

COMMUNITY MANAGEMENT AMBASSADOR (June 2015 – today)

Periscope

- Monitored national social media pages using Expion tech
- Acted as liaison between Buffalo Wild Wings brand and its legions of fans through quick responses
- Identified trends and summarized comments for management

COMMUNICATIONS ASSISTANT (Sep 2014 – Sep 2014)

University of Minnesota Global Programs and Strategy (GPS) Alliance

- Assembled videos highlighting the integration of global concepts in the classroom
- Developed video concepts and executions for organization’s website, events, and seminars
- Maintained long-distance communication and work

MEMBER (Sep 2014 – April 2015)

National Student Advertising Competition (NSAC)

- Collaborated on scripts for commercial spots
- Identified target markets for new strategic campaign
- Satisfied client’s needs by earning 2nd place in districts

COMMUNITY ADVISOR (Aug 2013 – May 2014)

University of Minnesota Housing & Residential Life

- Coached residents in overcoming challenges and meeting goals
- Communicated lesson plans through billboard-style bulletin boards
- Managed social media pages by contributing info, logo designs, and photos

