

MATTHEW KERR WILSON

657 Berry Lane, Lexington, Kentucky 40502 859.797.0200 matthewkerrwilson@yahoo.com

▪ **PROFESSIONAL REFERENCES**

- David Brody, President Broadcaster Marketing Services 877-888-1267
David@sportsbroadcastingcoach.com
- Michael Madden CEO founder of Sportscasters Mentoring Group (310) 489-8955
mm@broadcastingschool.com

▪ **Sportscasters Mentoring Group (SMG)**

- ***SportsMatters Podcast iTunes, Producer/Host***
- Lexington, Kentucky 2015-Present
- Streamline preparation/production and host sports podcast on iTunes
- Select and present sports related topics for open discussion with subscribers and listeners
- Analyze and review emails from subscribers and listeners for open topic discussions
- Create and nurture relationships with advertisers through SportsMatters podcasts
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▪ ***George Bear, Founder & CEO***

- Lexington, Kentucky, January 2012 – Present
- Created the first American manufactured outdoor brand in America
- Engineered and designed all new products and managed product development process
- Developed and implemented marketing strategy and exceeded revenue goals
- Created and nurturing relationships with retailers for product placement and advertising
- Created and maintaining relationships with buyers in the US, Japan and Hong Kong
- Maintaining social media presence for George Bear (Facebook, Instagram, Twitter)
- Continuing to develop the George Bear brand and its following as a new sporting entity

▪ ***Benefit Insurance, Marketing Coordinator (Steve Wilson 859-255-9455)***

- Lexington, Kentucky, April 2010 - September 2012
- Marketed new healthcare options for small businesses
- Exercised CMD Healthcare option for greater Lexington area
- Developed marketing strategy for reaching emerging market

▪ ***Plemmons Jackman Construction, Assistant Project Manager (Latham Jackman 859-913-2299)***

- Lexington, Kentucky, March 2006 - March 2007
- Coordinated work of 40+ subcontractors
- Promoted to Assistant Project Manager within 30 days of employment
- Managed supplies and material delivery to meet simultaneous deadlines on multiple project sites
- Managed job site personnel
- Assisted in scheduling of project to ensure on time project delivery to clients

EDUCATION

- Indiana Wesleyan University, Bachelor of Science in Business Management, 2011, Deans List