



# MATTHEW HAGER —

## PROFILE

Versatile and accomplished communications professional with a rich background spanning more than a decade. Proven expertise in content creation, graphic design and marketing across various industries, demonstrating a strong ability to adapt and thrive in dynamic environments.

## WORK EXPERIENCE

### Communications Specialist

*MY Project USA / Jan. 2023 – Present*

- Act as the primary “content creator” for the non-profit organization by capturing photos and editing videos, as well as writing content for all social media platforms (Facebook, Instagram, Twitter, YouTube and LinkedIn).
- Compile the organization’s weekly newsletter, distributing it via email to donors, volunteers and the general public.
- Currently spearheading the redesign/creation of a new website for the organization.
- Design signage for our retail ventures and general branding purposes.

### Graphic Designer & Marketing Manager

*HomeBuys / May 2017–Jan. 2023*

- Produced print advertising, focusing on approximately 25 circulars per year, newspaper ads and digital ads initiated during the COVID-19 pandemic.
- Acted as the unofficial “voice of HomeBuys,” creating and editing videos, capturing photos and designing graphics to enhance social media marketing efforts.
- Composed and dispatched emails to promote ads, special buys and more to our customer email database.
- Designed in-store signage for all seven locations, collaborating with a printing company to produce larger signs than our in-house capabilities.
- Spearheaded store grand opening events.

### Graphic Designer

*Marketing Results, Ltd. / July 2015–March 2020*

- Designed graphics for new licensed products, including those affiliated with the NFL, Ohio State, Collegiate Licensing Company, Fermata Partners, Coca Cola and Kodak.
- Coordinated with factories to ensure quality production of items and contributed to the development of new products.
- Assisted salespeople in the production of sell sheets and catalogs.

### Staff Writer & Designer

*Columbus Sports Publications / Oct. 2006–July 2015*

- Contributed to the following products: Buckeye Sports Bulletin (60 editions per year), Reds Report (monthly) and Blue Jacket Beat (thru 2007).

## CONTACT

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## EDUCATION

### University of Dayton

*Bachelor’s Degree (Journalism)*

## TECH SKILLS

### Adobe Creative Suite

- InDesign
- Photoshop
- Illustrator
- Premiere Pro

### Microsoft Office

- Word
- Powerpoint
- Excel

### Websites Creation/Upkeep

- Wordpress
- Wix