

Matthew Taddei

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EDUCATION & CERTIFICATIONS

Bachelor of Science - James Madison University - Harrisonburg, VA 22801

Major: Writing, Rhetoric, and Technical
Communication

Minor: Sport Communication

PROFESSIONAL EXPERIENCE

The JMU Breeze - Harrisonburg, Virginia

Sep. 2022 - Current

Sports Writer

- Covered a variety of JMU sports, including soccer, volleyball, basketball, golf, baseball, and softball.
- Produced timely articles and interviews with various players and coaches.
- Engaged fans through social media posts.

Yes& Agency - Alexandria, Virginia

Sep. 2024 - Dec. 2024

Copywriting Intern

- Brainstormed new approaches to increase engagement with target audiences.
- Adapted written pieces for different platforms such as mobile devices or web applications.
- Learned how to develop a strategy and how to create copy for it.

American Junior Golf Association - Braselton, Georgia

May 2024 - Aug. 2024

Traveling Communications Intern

- Directed tournament communications and social media across multiple states.
- Created photography and video recaps of events.
- Collaborated with tournament directors and staff to develop tailored communication plans, enhancing event visibility and participant engagement.

Saints News Network, Sports Illustrated Fan Nation Site - New Orleans, Louisiana

Aug. 2023 - Jan. 2024

Intern

- Produced video content and conducted research for articles.
- Developed content strategies to increase social media following and enhance fan interaction.
- Created and assisted in writing articles.

Atlantic Collegiate Baseball League - Bergen County, NJ

June 2023 - Aug. 2023

Intern Writer/Radio Broadcaster

- Conducted interviews and provided live game recaps through radio broadcasting.
- Coordinated social media updates during games, including live score updates, player highlights, and fan engagement posts.
- Analyzed listener feedback and audience metrics to improve radio broadcast content and enhance fan engagement.