

## **Matthew Bryant**

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### **Staff Writer | UNC Greensboro, University Communications (Jun '19 - Present)**

- Write, edit, research, fact-check, and interview for articles in both electronic and print publications, both short- and long-form.
- Produce and edit podcasts and videos.
- Work closely with other creatives including social media, photography, video, and graphic design, as well as marketing and external relations.

### **Communications Manager | UNC Greensboro, Dept. of Chemistry & Biochemistry (May '17 – Jun '19)**

- Develop marketing and communications initiatives for social media, websites, newsletters, print media, reports, and video.
- Author and promote content through Twitter, Facebook, LinkedIn, Instagram, and YouTube.
- Design and author promotional materials such as flyers, posters, signage, and slide shows.
- Write and disseminate features and newsletters to highlight community members, activities, news, and achievements.
- Write and publish annual profile reports, donor thank-you letters, and alumni stories.
- Promote school branding and media campaigns through social media, design, and community building.
- Hire and manage media intern.

### **Administrative Associate | High Point University (Dec '16 – May '17)**

- Write content for press releases, websites, social media, flyers, booklets, signage, and PowerPoint presentations.
- Manage conferences, workshops, journal submissions, and grants tracking.

### **Center Manager | Stanford University, Center for Spatial and Textual Analysis (Mar '12 – Jul '16)**

- Redesign and author content for Center website, newsletter, and social media.
- Supervise undergraduate Media Assistant on special projects.
- Lead public relations efforts for newspaper features, press releases, and community outreach.
- Write narrative descriptions for job postings, public lectures, and workshops.
- Act as main point of contact for Center.
- Manage technology, space, and logistics for special events, projects, and classes.

### **Program Coordinator for Graduate Fine Arts | California College of the Arts (Aug '08 – Sep '10)**

- Author website content.
- Co-manage daily operations for the graduate fine arts program.
- Develop curriculum and establish future goals.
- Coordinate and promote guest lecture series.
- Coordinate graduate student recruitment and applicant processing.
- Act as first point of contact for all graduate students and office visitors.

### **Education**

- Master of Arts in Communications | University of California – San Diego, CA
- Master of Fine Arts in Interdisciplinary Arts | University of California – Riverside, CA
- Bachelor of Fine Arts in Studio Art | University of Minnesota – Minneapolis, MN

### **Skills**

- Writing, editing, proof-reading, report writing, research, and interviewing
- WordPress, Content Management Systems, HTML, and CSS
- Adobe Creative Suite: Photoshop, InDesign, Illustrator, Audition, and Premiere
- Video and photo planning, shooting, and editing.
- Dropbox, Google Docs, Microsoft Office, Zoom, Slack, EndNote, and MailChimp