

Matthew Velez

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EDUCATION

State University of New York at Cortland | Cortland, New York

August 2022

Bachelor of Arts

Major: Sport Management

GPA: 3.783 (*Summa Cum Laude*)

WORK EXPERIENCE

DB Wolf Soccer Club/DB Global Sports | Internship | Naperville, Illinois

September 2022 – December 2022

Marketing Intern

- Worked with a youth soccer team and marketing agency by promoting their brands and generating revenue
- Researched competitors using a SWOT analysis and investigated marketing segments to determine the company's competitive advantage
- Increased social media following by 50%, created vector graphics for clients, and managed websites

White Plains City School District | Job | White Plains, New York

June 2022 – September 2022

Summer Technology Assistant

- Assisted setting up classroom iPads, carts, and app installations using the JAMF mobile management system

SUNY Cortland Athletics | Event Manager | Cortland, New York

September 2021 – November 2021

Live Stats Scorer

- Worked with the Associate Sports Information Director, timekeeper, and event staff to ensure that live stats during SUNY Cortland Men's and Women's Soccer games were entered correctly

PROJECT EXPERIENCE

SUNY Cortland | Cortland, New York

March 2022 – April 2022

La Liga Expansion in North America

- Collaborated with a team to determine a five-year plan that would increase La Liga's brand awareness in the United States, Mexico, and Canada
- Developed strategies to achieve the goal of successfully hosting a La Liga fixture in North America

SUNY Cortland | Cortland, New York

September 2021 – December 2021

Marketing Research Plan

- Collaborated with a team to generate strategies on increasing attendance at home games for SUNY Cortland Football by 30%
- Conducted primary and secondary research and analysis to design a marketing plan which was then presented to the professor and class in a "Shark Tank" style

HONORS AND AWARDS

Dean's List | Cortland, NY

December 2019, December 2020, May 2021

President's List | Cortland, NY

May 2020, December 2021, May 2022

CERTIFICATIONS, TECHNICAL, AND LANGUAGE SKILLS

Certifications: Crowd Control, HubSpot Inbound Marketing, Google Analytics for Beginners

Technical: Microsoft Office, Google Workspace, StatCrew, Social Media, Adobe Photoshop/Illustrator/InDesign

Languages: English (Fluent), Spanish (Fluent)