

MATT MILKIEWICZ

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My Portfolio: mattmilkiewicz.com

William & Mary graduate experienced in media production and campaign development. Passionate about blending analytics and creative marketing to drive growth. Team player excited to learn.

EXPERIENCE

Marketing Intern, AAA Club Alliance | Wilmington, DE May – August 2024

- Led a team of interns to present recommendations to senior leadership for growing membership in the Gen-Z demographic
- Conducted market research and aided in creating a strategy to expand family travel
- Interviewed team members and utilized Canva to design internal workflows

Marketing/Event Planning Intern, Mitzvah Circle | Norristown, PA May – August 2023

- Improved average engagement on Mitzvah Circle's Instagram by 17% over 3 months
- Developed integrated marketing campaigns for two fundraising events
- Created graphics & filmed promotional videos

Store Associate, ALDI | Exton, PA June 2022 – August 2023

- Developed strong communication and customer service skills
- Learned how to manage time efficiently in a fast-paced environment

EDUCATION

William & Mary, Williamsburg, VA August 2021– May 2025

- Bachelor of Business Administration in Marketing, GPA: 3.68
- Relevant Coursework: Marketing Research, Advertising & Digital Marketing, Consumer Behavior, Intro to Production, Creative Video Workshop, Predictive Analytics, Data Visualization & Simulation, Developing Business Intelligence

SKILLS

- **Marketing:** Digital Marketing, Marketing Research, Campaign Development, Event Planning
- **Media Production:** Adobe Premiere Pro, Lightroom, Canva, Videography, Photography
- **Software:** Microsoft Office Suite, WordPress, SQL, Tableau, R, ChatGPT
- **Social Media:** Instagram, TikTok, Facebook, X, LinkedIn

ACHIEVEMENTS & ACTIVITIES

Eagle Scout August 2020

- Planned, fundraised, and executed a service project to benefit my community
- Completed the National Youth Leadership Training program
- Elected by peers to the Order of the Arrow service organization

WeMakeFilmmakers November 2024 – March 2025

- Wrote, directed, and edited a short film which premiered at the Ampersand Film Festival
- Coordinated responsibilities and schedules for a cast and crew of ten students
- Managed an Instagram account to promote the film

W&M Board Game Club Treasurer August 2022 – May 2024

- Manage and record changes in club funds using Excel, promote paying club dues