

MATT MILKIEWICZ

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My Portfolio: mattmilkiewicz.com

William & Mary graduate experienced in video production and digital marketing. Passionate about using media and creative marketing to drive growth. Team player excited to learn.

EXPERIENCE

- Videographer**, Freelance | Exton, PA **August 2025 – Present**
- Filmed & edited promotional content for local businesses
- Social Media Marketer**, Nothing Bundt Cakes | Multiple Locations **August 2025 – Present**
- Captured photo and video of fundraising events & edited footage into promotional material
 - Filmed content and managed social media accounts for four bakeries
- Content Producer**, Wenger Contracting | Garnet Valley, PA **August 2025 – Present**
- Filmed and edited interviews and client testimonials
 - Documented projects before, during, and after construction through photo and video
- 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

EDUCATION

- William & Mary**, Williamsburg, VA August 2021– May 2025
- Bachelor of Business Administration in Marketing, GPA: 3.69
 - 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, Google Analytics, SQL, Tableau, R, ChatGPT
- **Social Media:** Instagram, TikTok, Facebook, X, LinkedIn, YouTube

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