**Matthew Gross**

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GrossGMatthew@gmail.com 661-993-7448

**EDUCATION**

**California State University Long Beach** Long Beach, CA

***BA****: Public Relations* ***Minor****: Communications* Graduated Fall 2019

**EXPERIENCE**

**Global Allied Marketing (Allied Moxy)** Hollywood, CA

Public Relations and Marketing Intern August 2019 –December 2019

* Drafted and syndicated creative and informative press pitches and e-blasts
* Tracked each campaign daily for online and social coverage including features, mentions, trailer placement, trending stories etc.
* Researches new influencer opportunities, digital platforms and gained publicity my pitching to media members and influencers alike.

**Tiger Freight** Pasadena, CA

Sales Coordinator January 2015- March 2017

* Multiple years in cold calling and sales pitches to some of the biggest brand distributors around the county.
* Developed elite interpersonal skills while managing communication with senior executives, supervisors and a diverse customer base.
* Was able to create a culture of outstanding customer service by be relentless and mindful of customers needs in a consistently fluctuating market.

**California State Chancellor’s Office** Long Beach, CA

Student Academic Support August 2012-March 2014

* Verbally communicated and worked with an entire team to help facilitate day-to-day operations within our department.
* Filled out expense reports, arranged meetings, made travel arrangements, mailed packages, handled inventory and much more logistical work.
* Communicated and answered questions about our department on a basis daily through many phone and email conversations.

**PR ACTIVITIES AND NON-PROFIT ORGANIZATIONS**

**Meals On wheels West (Non-profit organization) Aug-Nov 2013**

* Served in a public relations team of 5 members to counsel the board of Meals on Wheels West in order to save their drastically declining volunteer and fundraising endeavors.
* Provided hands on experience to develop a full, real-life 32 page written plan, along with an hour presentation.

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| **Momentum (non-profit organization) Aug 2013- May 2014** * Developing a public relations plan to address a communications problem currently facing momentum’s organization.
* The plan must be comprehensive, well-researched and based on the organization’s unique situation.
* Spent ample time working with momentum in order to gather information and insights into the organization’s situation and needs to identify a problem that can be addressed through public relations activities.
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**Long Beach Human Trafficking Task Force (Non-profit organization) Spring 2013**

* Developing a press-kit to tell the organization’s story to the news media in order to gain coverage.
* This press-kit included a press release, fact sheet, media alert, media list, bio of significant people involved, images with captions, and an assessment of all recent press covered.

**The Public Relations Student Society of America (PRSSA) Currently Active**

* A community of more than 21,000 public relations and communications professionals worldwide.
* Have found valuable relationships in public relations, experience, achievements and have gained practical knowledge employers are seeking.

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