

Matt Nazario-Miller, M.Ed.

mattmnazario@gmail.com | [linkedin.com/in/mattmnazario](https://www.linkedin.com/in/mattmnazario) | (408) 310-8854

Master of Education, Student Development Administration

Seattle University | Seattle, Washington

2017

Bachelor of Arts, Media Studies

University of San Francisco | San Francisco, California

2015

Marketing Communications Skills

- Assessment and Reporting
- Event Management
- Content Development
- Project Management
- Client Relations
- Social Media Strategy

Residence Hall Director

Office of Residence Life, Santa Clara University

August 2018 - Present

- Direct and manage branding and digital communications for a residential program serving 300+ residents
- Operate at Assistant Director level by managing department staff recruitment digital and print marketing collateral
- Recruit, supervise, train, and evaluate 16+ part-time staff members, including 1 Assistant Resident Director, 9 part-time events staff, 6 part-time desk staff, and a volunteer cabinet of part-time events and programming staff
- Oversee fiscal management of a budget of \$18,000 for event management and residential operations
- Lead marketing, logistics, on-site management and assessment for events and for annual 3-week staff training

Social Media Strategist

Student Affairs Marketing & Communications, UC Davis

July 2017 - August 2018

- Developed, maintained, and executed strategic social media marketing to drive Division of Student Affairs goals
- Maintained UC Davis brand and voice consistency via website content and social media guidelines development
- Created and executed trainings for professional staff audiences and served as strategic marketing advisor to clients
- Recruited and supervised team of 6 part-time social media interns contributing content to 27+ accounts
- Edited and coordinated written content for 27+ channels on Facebook, Instagram, Snapchat and Twitter
- Produced photography and videography content for social media in collaboration with team specialists
- Analyzed and developed social media campaign reporting for clients with Hootsuite, Robohead, and Brandwatch

Social Media Marketing Specialist

Office of Marketing & Communications, Seattle University

August 2016 - July 2017

- Managed development and execution of social media strategy on flagship channels to support enrollment goals
- Implemented voice consistency in written content, including social copy, web copy, ad copy, and marketing collateral
- Recruited, trained and supervised 6 part-time social media interns contributing content to social and web channels
- Monitored 6+ social media channels and metrics to guide social media content and university-wide digital strategy
- Analyzed and reported key performance indicators to assess paid and unpaid social media campaigns
- Served as strategic social marketing advisor to key university stakeholders and presented campaign initiatives
- Developed and edited brand social media guidelines website, including digital strategy best practices for clients

Assistant Residence Hall Director

Housing & Residence Life, Seattle University

August 2015 - June 2016

- Served as co-director of residential community for 700+ residents and managed \$20,000 events budget
- Recruited, trained, selected, supervised, and evaluated 21 part-time events and customer service staff members
- Directed and managed branding and digital outreach strategy for a residential program serving 700+ residents
- Led strategy, planning logistics, on-site oversight of events and program assessment

Digital Media and E-Communications Manager

Office of Marketing & Communications, University of San Francisco

August 2012 - July 2015

- Managed digital brand and content curation for the University of San Francisco's flagship social media channels
- Coordinated, supervised, and trained part-time interns to manage content development for web and social media
- Assessed and analyzed key performance metrics from social media to measure growth and competitor comparisons
- Produced and managed video, photo, email, and web SEO using Drupal, Ektron, Terminal4 and Adobe Suite tools