

Matthew J. Lowden
650 Masonic Ave, Apt. 7
San Francisco, CA 94117
Cell: 415-515-3370
Email: mattlowden@gmail.com

PROFESSIONAL EXPERIENCE

Catalyst:SF **1/09-Present**
Marketing Coordinator **San Francisco, CA**

- Research potential clients and produce POVs for sales and business development meetings.
- Develop business ideas by creating competitive matrices on industries our firm could obtain market share in.
- Create differentiated marketing campaigns for Catalyst:SF clients.

SeaBridge, Inc. **9/07-Present**
New Media Coordinator **San Francisco, CA**

- Develop marketing strategies and premium content for SeaBridge Inc.'s fan connection websites for clients such as the Utah Jazz, Los Angeles Lakers, Atlanta Hawks and Los Angeles Clippers. Efforts for the Lakers have resulted in a 100% increase in registered users, a season ticket holder waiting list increase of 25,000 people, and a site traffic increase of 30%.
- Create content and administer Utah Jazz, Los Angeles Lakers, Atlanta Hawks and Los Angeles Clippers trivia and fantasy challenges.

Greenberg Traurig LLP **7/06-6/07**
HR Coordinator **Washington, DC**

- Responsible for various HR duties including recruitment efforts, new hire orientations, and the redesign of the internal Human Resources website.
- Designed and administered a 4-month long, "Get Fit/Life Change" program to increase employee morale and team building.

Covington & Burling LLP **7/03-7/06**
Benefits Assistant **Washington, DC**

- Oversaw all benefits enrollments, conducted new hire benefits orientations and exit interviews, and managed our relationships with all of our benefits vendors for Covington & Burling LLP offices located in Washington, DC, New York, and San Francisco.
- Initially hired as a Client Services Specialist. Promoted twice before landing in the Benefits Assistant role in 7/04.

EDUCATION

Masters of Business Administration, The University of San Francisco, San Francisco, CA.
Graduation Date: May, 2009, Concentration: Marketing

Bachelor of Arts, The University of Vermont, Burlington, VT
Graduation Date: May, 2002, Major: Psychology. Minor: Social Anthropology

AWARDS & HONORS

2009 Scholarship Recipient: Habitat, An Upstream Group Event; USF MBA Ambassador; Captain/VP/Treasurer of UVM's Club Lacrosse Team; Volunteer for Challenge for Charity; Recognized for 3 years of mentoring Cardozo High School Students for Covington & Burling LLP's Saturday Academy Program