

Matthew J. Lowden

650 Masonic Avenue, Apt. 8, San Francisco, CA 94117

Cell: (415) 515-3370

Email: mattlowden@gmail.com

Professional Experience

SeaBridge, Inc.

New Media Coordinator

9/07 - Present
San Francisco, CA

- Responsible for the creation and administration of premium site content such as fantasy and trivia challenges. Efforts for Los Angeles Lakers resulted in a 100% increase in registered users, season ticket holder waiting list increase of 25,000 people, and a site traffic increase of 30%.
- Analyze site traffic using Google Analytics for documentation in client reports.
- Created and administered a guerilla marketing campaign for viral growth by leveraging Facebook, MySpace and Twitter.
- Assisted in business development and sponsorship sales by reaching out to potential business partners and pitching promotional events to company founders and executives.
- Researched and designed web-based e-newsletter for distribution to client's customers.

Catalyst:SF

Marketing Coordinator

1/09 - 6/09
San Francisco, CA

- Conducted competitive market analysis to identify entry points in new and emerging markets.
- Created and developed online marketing campaigns for clients, including an online promotional event using Twitter.
- Produced decks profiling potential clients for use in sales and business development meetings.
- Market analysis and client outreach for the development of www.republicproject.com, a website that allows music fans access to premium content by funding the artist's next studio album.

Greenberg Traurig LLP

HR Coordinator

7/06 - 6/07
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

Benefits Assistant

7/03 - 7/06
Washington, DC

- Oversaw all benefits enrollments, conducted new hire benefits orientations and exit interviews, and managed our relationships with all benefits vendors for our offices in Washington, DC, New York and San Francisco.
- Integral role in the execution of the annual benefits fair held in the Washington, DC office, including the coordination of vendor attendance, booth design, and setup.

Education

- **MBA**, *The University of San Francisco (USF)*, San Francisco, CA. Graduation: May, 2009. Concentration: Marketing.
- **BA**, *The University of Vermont (UVM)*, Burlington, VT. Graduation: May 2002. Major: Psychology. Minor: Social Anthropology.

Awards & Honors

- 2009 Scholarship Recipient: Habitat, An Upstream Group Event. Digital media sales training.
- USF MBA Ambassador
- USF MBA's Challenge for Charity: Fund raising event emcee and athlete volunteer
- Recognized for 3 years of mentoring Cardozo High School students for Covington & Burling LLP's Saturday Academy Program
- Captain/VP/Treasurer of UVM's Club Lacrosse Team