

Matthew Hesselson

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I have gained many skills in my time as a business professional. Specific examples below will highlight the knowledge and experience I have gained in applications such as the Microsoft Office Suite, the Adobe Creative Suite, Prezi, Keynote, Spotfire, numerous Research programs, and Social Media.

Experience

- 2013 - 2015 **Nielsen, New York, NY** **Media Trends Research Analyst**
- Used comprehensive Nielsen research software to run the data needed to design, update, and write detailed Tibco Spotfire dashboards that provide analyses to assist in staying informed on the ever changing media landscape.
 - The dashboards consist of interactive charts, tables, and graphs and cover many topics including viewing trends, sample performance, and ratings/share analysis for national and local markets.
 - Created analysis pieces based off studying the dashboards with Email Blasts and Powerpoint Presentations using the entire Adobe Creative Suite to improve the look and feel.
 - Led meetings and gave walkthrough training sessions to all level of employees on what the dashboards mean and how to design and read them.
 - Created detailed step-by-step playbooks In Word to help the offshore team understand how the data needs to be pulled and updated.
- 2003 - 2013 **CBS Sports, New York, NY** **Freelance Graphics Assistant/Highlight Logger**
- Simultaneously monitor up to nine NFL Football and NCAA Basketball games to help lead Broadcast Associate build in-game graphics that are used during live TV coverage.
 - Streamline highlight packages which enable the graphics team and director to execute in-game, halftime, and post-game coverage seamlessly.
- 2011 - 2012 **Radius Global Market Research, New York, NY** **PowerPoint Designer**
- Designed and wrote detailed PowerPoint decks incorporating advanced graphical and research related techniques
 - Used the entire Adobe Creative Suite to enhance marketing materials such as presentations, postcards, and proposals for prospective clients
- 2010 - 2011 **Sony Music Entertainment, New York, NY** **Freelance Presentation Specialist**
- Wrote and created detailed PowerPoint presentations incorporating advanced Photoshop techniques used by the entire Risk and Controls department
 - Developed presentations and materials for training workshops administered to offices around the world
 - Created multiple PowerPoint templates to be used by the department going forward
- 2007 - 2009 **Westwood One, New York, NY** **Manager, Marketing and Communications**
- Worked as a Senior Research Analyst for the first year before being promoted to a hybrid position between the Research and Marketing departments.
 - Acted as the lead Public Relations contact for the company, including drafting press releases, and managing the distribution process.
 - Liaison with the Art director, VP of Marketing and sales team to conceptualize and create integrated client-specific sales materials to grow radio and online sales for the company.
 - Played an integral part in helping the sales team achieve numbers, utilizing advanced Photoshop, Illustrator, Quark, MRI, and all Microsoft Office applications skills to generate visually appealing proposals and collateral.
- 2006 - 2007 **Millward Brown, New York, NY** **Assistant Research Executive**
- Created intricate PowerPoint decks to help clients get a better understanding of their advertising efforts.
 - Wrote and administered client-specific questionnaires that would assist in the creation of various clients advertising campaigns.
 - Used the Nielsen Media and MRI databases on a regular basis to gather data for client related tasks.
- 2004 - 2006 **Telerep Communications, New York, NY** **Marketing Research Analyst**
- Provided high-level research and sales collateral to support the company's television advertising selling efforts.
 - Gathered and organized data from Nielsen television ratings, which generated company databases necessary to use Medialine and Snap.

Skills

- Excellent verbal and communication skills and extremely detail oriented
- Highly proficient in **Microsoft Office** (PowerPoint, Excel, Word), **Adobe Creative Suite** (Photoshop, Illustrator, InDesign, Dreamweaver), and research tools such as: MRI, QuarkXPress, Adobe Acrobat, Nielsen Media
- Am fluent in numerous **social media networks** such as Facebook, Twitter, LinkedIn, Instagram, and YouTube

Education

University at Buffalo—School of Management, Buffalo, NY

- B.S. in Business Administration, Marketing Concentration
- Minor in Advertising and Public Relations
- Took Graphic Design classes at Hunter College in 2009