

MATT MCCALL

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EDUCATION

Bachelor of Science, Marketing Management • University of South Alabama • Mobile, AL • Fall 2006
GPA: 3.15 • Major GPA: 3.25

SOFTWARE/MULTIMEDIA KNOWLEDGE

Proficient in: Microsoft Office Suite 2007 (including Excel, Word, PowerPoint, FrontPage, Outlook, and Access); Gorilla CRM software; Adobe Photoshop; Adobe Premiere Pro; Lotus Notes; Google Earth.
Working knowledge of: SPSS/PASW; CATI programming; Adobe Acrobat; MS Publisher; Sony Vegas Pro.

EMPLOYMENT EXPERIENCE

Premium Audit Analyst • Manpower, Inc. • Naperville, IL • March 2008 - October 2009

Most recent assignment: Travelers Insurance, April 2008 – October 2009

- Analyzed voluntary audits of commercial insurance policies, with successful completion of over 6,000 audit reports.
- Assessed completeness and accuracy of reports and ensured compliance with policy guidelines.
- Primary contact for owners of small- and medium-sized businesses as well as agents and underwriters.

Data Analyst • Research Strategies, Inc. • Mobile, AL • April 2007 - January 2008

- Managed approximately 30 marketing research projects, each with 12 to 60 participants.
- Compiled and analyzed data for a variety of market research and community attitude studies.
- Generated daily progress reports for each client to track production and adherence to demographic specifications.
- Prepared PowerPoint presentations to complement daily progress reports and to deliver results of research studies.

Owner/Sole Proprietor • Matt Thomas Productions • Chicago, IL/Mobile, AL • March 2005 - *present*

- Director and producer of video production and promotion for charity and career development events.
- Created promotional marketing videos, which have been utilized on a client's website and in promotional emails.
- Authored "Year-In-Review" DVDs to recap the events and activities of a professional organization.
- Produced rush videos for undergraduate chapters of Alpha Kappa Psi.
- Relevant clients:
 - Professionapalooza, a career conference and charity benefit held in Chicago, IL in June 2009.
 - Front St. Lofts of Lemont, a loft-style condominium development in Lemont, IL.
 - Chicago Area Alumni Chapter of Alpha Kappa Psi professional business fraternity.
 - DePaul University (Tau Chi) chapter of Alpha Kappa Psi professional business fraternity.

Computer Operator • Wachovia Securities • Mobile, AL • April 2004 - April 2007

- Maintained databases for two financial advisors using Gorilla CRM software by Bill Good Marketing, attaining "Bachelor's Degree" certification of proficiency.
- Coordinated distribution of weekly and monthly mailings to clients and prospective clients.

ACTIVITIES, AWARDS, AND HONORS

Alpha Kappa Psi professional business fraternity • Member • April 2003 - *present*

- **Vice President** • Chicago Alumni Chapter • Chicago, IL • July 2009 - *present*
 - Responsible for managing relationships between the alumni chapter and local student chapters.
 - Assisted in planning and coordination of chapter meetings and events, and preparation of monthly newsletters.
- **Historian** • Chicago Alumni Chapter • Chicago, IL • December 2008 - July 2009
- **Event Planner** • Brothers to Brooklyn • New York, NY • September 2008 - *present*
 - Planned the annual gathering of fraternity members from across the United States, Canada and the United Kingdom to celebrate Founder's Day.
 - Developed event website and itinerary for the event.
 - Managed on-site logistics and remote event coordination.

Eagle Eye News at Auburn University • Contributing Member • December 2001 – May 2003

- Filmed and edited reports for the university's student-run TV newsmagazine; operated in-studio equipment.