

MATTHEW BUTTERFIELD

Matthewthebutterfield@gmail.com

Nashville, TN

MatthewButterfield.org

Future communications professional focused on organizational and visual communication through graphic design with a blend of creativity and marketing. Demonstrates leadership skills by proactively fulfilling responsibilities. Utilizes organizational skills to problem-solve and collaborate with team members.

SKILLS

- Adobe Creative Cloud
- Video editing skills
- Organizational communication skills
- Graphic design experience
- Social media management
- Hootsuite/Content calendar creation
- Microsoft Office
- Team leadership
- Problem-solving
- Customer service skills

EDUCATION

Bachelor of Science in Communication

Middle Tennessee State University

Expected December 2025

Murfreesboro, TN

- Minors in Visual Communication & Psychology
- 3.8/4.0 GPA
- Dean's List

EXPERIENCE

Marketing Intern

Vireo Systems

May 2025 – August 2025

Nashville, TN

- Researched and compared merch manufacturing vendors, evaluating pricing, production methods, and fulfillment capabilities to recommend strategic partners for brand-aligned merchandise rollout
- Built a dynamic 6-month revenue forecast and break-even model using web traffic, AOV, and conversion data to guide pricing strategy and inventory planning for new branded merch line
- Developed actionable product and pricing strategy aligned with brand identity and market trends, resulting in a launch-ready merch proposal

Inventory Manager

Herban Market

July 2024– May 2025

Franklin, TN

- Responsible for receiving, sorting, and stocking inventory
- Tracking and logging market spending in Excel
- Skilled in communicating with team members to ensure daily operations run efficiently

Vintage Clothing Seller

Self-employed

July 2021– Present

Smyrna, TN

- Proficient in organizing events and markets, demonstrating strong organizational skills
- Experienced in managing and maintaining oversight of large inventory with exceptional organizational abilities
- Skilled in communicating effectively with buyers and potential clients, showcasing strong interpersonal and communication skills
- Seasoned in diverse marketing strategies to increase post visibility and engagement through various methods

VOLUNTEER WORK

- Antioch Church of Christ

2018-Present