

# MATTHEW BUTTERFIELD

Matthewthebutterfield@gmail.com

Nashville, TN

Matthewbutterfield.org

Communications professional with a background in graphic design and marketing-focused visual communication. Brings a creative, organized approach to supporting brand messaging and marketing initiatives. Known for taking initiative, collaborating effectively, and solving problems within team settings.

## SKILLS

- Adobe Creative Cloud
- Video editing
- Organizational communication
- Graphic design
- Social media management
- Microsoft Office
- Team leadership
- Problem-solving

## EDUCATION

### Bachelor of Science in Communication

Middle Tennessee State University

- Minor in Psychology
- 3.8/4.0 GPA

December 2025

Murfreesboro, TN

## EXPERIENCE

### Marketing Associate

One GI

September 2025 - Present

Brentwood, TN

- Edit and produce engaging video content using Adobe Premiere Pro to support campaigns and brand storytelling.
- Draft, proof, and refine executive bios and written materials to ensure professionalism and brand consistency.
- Responded to customer reviews professionally to support brand reputation and customer satisfaction.

### 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.