

# SAVANAH MATNEY

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## EXPERIENCE

### August 2020 - March 2022

#### Sales Associate • Kohl's • Ashland, KY

- Maintain a clean, organized inventory and curate displays of rotating seasonal clothing/accessories
- Anticipate customer needs and provide them with high-quality service to ensure customer satisfaction
- Handle POS system transactions (credit, cash, exchanges, refunds, and returns) to ensure seamless and accurate cash flow
- Actively stay informed about the latest sales, offerings, and loyalty programs

### August 2020 - February 2022

#### Intern • Marshall Sports Information • Huntington, WV

- Type postgame quotes on Microsoft Word in a timely manner after Marshall athletic events.
- Keep track of statistics during athletic events
- Update rosters & bios
- Tweet from different athletic accounts
- Write press releases & recaps

### May 2021 - July 2021

#### Social Media Intern • Virginia Beach United •

#### Remote/Virginia Beach

- Create graphics for social media
- Curate creative ideas in order to increase fan engagement
- Live tweet during matches
- Assist in game-day operations when on-site
- Conduct interviews

### January 2021 - March 2021

#### Openly • Brand Ambassador • Remote

- Create a sign-up list for people interested in joining (53 sign-ups)
- Post about Openly on social media
- Reply to Openly tweets, forums, etc.
- Increase traffic to Openly website

### November 2016 - December 2020

#### Sportscaster • WMUL • Huntington, WV

- Conduct play-by-play and color commentary for Marshall Athletics
- Engineer broadcasts & sports segments
- Write scripts for on-air talent
- Create feature packages on Marshall teams/athletes
- Train other sportscasters to operate the board and commentate events.
- Won 20+ awards for content created & live broadcasts

### January 2020 - May 2020

#### Public Relations Capstone • Ronald McDonald House • Huntington, WV

- Hosted fundraisers: Athletics Fundraising, GoFundMe, Egg My Yard, and Online Auction
- Egg My Yard campaign raised \$5,430 and the Online Auction raised \$3,443.
- Curated ideas for community involvement
- Baked cookies for the children staying in the Ronald McDonald House
- Worked on the creative team to assist in making graphics for events

### September 2018 - January 2020

#### Video Crew Member • HerdVision • Huntington, WV

- Operate cameras
- Create graphics
- Set up and tear down camera equipment

### August 2019 - May 2020

#### Reporter • Marshall Today • Huntington, WV

- Conduct interviews for Marshall University events
- Film stand-ups for social media
- Interviews brought 1,720 views to Marshall University's YouTube

## SKILLS

- Proficient in Adobe Audition, Premiere, InDesign, and Soundforge; Vegas; several audio editing programs; Microsoft Office Suite
- Strong oral and written communication skills
- Organized; able to balance multiple projects and deadlines simultaneously
- Skilled with collaborating in groups to accomplish tasks
- Strong creative skills as well as knowledge of social media and engagement

## EDUCATION

#### Marshall University (Huntington, WV)

**Graduated: December 2020**

BA in Public Relations

Minors: Psychology, Sports Management

#### University of Southern Mississippi (Hattiesburg, MS)

**Expected graduation: May 2023**

Master's in Sports Management (online program)

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## A W A R D S

PRSA Tribus Award, "Best Overall Tactic Award,"  
Online Auction Press Release, Capstone campaign  
with the Ronald McDonald House, July 2021.

The Communicator Awards, Audio Podcasts-  
Individual Episodes: Sports, "Marshall Men's Soccer  
Reflects on Historic Season," May 2021.

The Hermes Creative Awards, Audio/Radio Podcast  
Single Episode, Gold, "Marshall Men's Soccer  
Reflects on Historic Season," May 2021.

MarCom Creative Awards, Gold (2nd place),  
"Marshall Men's Soccer Reflects upon Historic  
Season," Dec 2020.

College Broadcasters Inc., Best Sports Reporting  
(4th place), Marshall Men's Soccer Reflects on  
Historic Season," Nov 2020.

2nd place, Gold, Malik Thompson Player Profile,  
Nov 2019.

Honorable mention, Malik Thompson Player Profile,  
2018.

Attended Pittsburgh Steelers Media Day, Marshall  
Today, Aug 2019.

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