

Matthew S. Geiger

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*Marketing major at
Grand Valley State University
graduating in April 2011*

WORK EXPERIENCE

Student Event Manager, Grand Valley State University, Allendale, MI

August 2009-Present

- Supervise and provide direction for staff
- Coordinate meetings with clients who are using the facility to understand their needs and expectations for their event; build relationships with customers to establish trust
- Communicate work orders with customers and facility management to ensure request are accommodated
- Act as point person during event and must keep a line of communication open with the client in order to address any issues that may arise

Event Staff, Grand Valley State University Athletics, Allendale, MI

August 2007-Present

- Responsible for preparing athletic venues for collegiate contest; must meet strict deadlines in a fast paced environment
- Set up and test microphone, sound system and scoreboards; provide hospitality for visiting teams by acting as a guide to the facility
- Coordinate with the Marketing Department to play proper music and public announcements for promotions

INTERNSHIP EXPERIENCE

Social Media Marketing Intern, Proceso Events, Holland, MI

August 2010-Present

- Develop social media marketing strategy involving Facebook, twitter, and YouTube
- Create and update content on a regular basis; generate new business leads through successful social media campaign; create and manage Facebook ad campaign

EDUCATION

Bachelor of Business Administration, Marketing

Grand Valley State University, Grand Rapids, Michigan

Expected April 2011

Marketing & Business Management

Tuscola Technology Center, Caro, Michigan

2006-2007