

MATTHEW EICHENBAUM

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Digital Portfolio: mattheweichenbaum.com LinkedIn: [Matthew Eichenbaum](#)

EXECUTIVE SUMMARY:

Communications and brand strategist blending newsroom instincts with creative leadership. Experienced in shaping institutional stories, advising leadership, and building brands through thoughtful storytelling across digital, print, video, and media.

PROFESSIONAL EXPERIENCE:

Director of Communications – Bi-Cultural Hebrew Academy

August 2025—Current—Stamford, CT

- Contributed to the school's strongest enrollment performance in a decade by leading admissions storytelling initiatives, including producing the Upper School open house video and developing communications assets for Lower School recruitment efforts.
- Own institutional brand strategy and visual identity, directing photography, video production, web, social, and print communications to strengthen brand consistency and community engagement.
- Advise the Head of School and leadership team on executive messaging, strategic communications, crisis response, and high-visibility institutional announcements.
- Lead creative production for institutional campaigns and events, managing external photographers, videographers, designers, and advertising partners from concept through delivery.
- Manage media relations and paid advertising initiatives, securing earned coverage and developing campaigns that increase institutional visibility among current and prospective families.

Marketing Graduate Assistant – Sacred Heart University

August 2024–July 2025–Fairfield, CT

- Produced feature stories, alumni profiles, and institutional content for university publications, websites, and social channels, translating complex initiatives into compelling narratives for prospective students, alumni, and campus communities.
- Collaborated with marketing and advancement teams to develop content strategies that supported university priorities, including enrollment, engagement, and institutional visibility.

Video Production Coordinator – Channel 7 WHDH-TV

August 2023–August 2024– Boston, MA

- Coordinated editorial operations supporting nine live daily broadcasts, managing newsroom operations and serving as the liaison between producers, executive producers, editors, and engineering teams in a deadline-driven environment.
- Maintained communication between editorial and technical teams to ensure accurate, timely delivery of broadcast content under constant production pressure.

SKILLS:

Software: Adobe Creative Cloud, Google Services, Microsoft Office, Asana, Meltwater, SEMrush, Sprout Social, HubSpot, Constant Contact, Canva, WordPress, Blackbaud, Raiser's Edge

Journalism: AP style writing, SEO Writing, Broadcast Production

Social Media: Instagram, TikTok, X, YouTube, LinkedIn, Bluesky, Photography, Videography

EDUCATION:

Sacred Heart University, School of Communication, Media, and the Arts

Master of Arts: Strategic Communication and Public Relations

August 2025–Fairfield, CT

Sacred Heart University, School of Communication, Media, and the Arts

Bachelor of Arts: Media Arts

May 2023–Fairfield, CT

HONORS:

- Cum Laude Graduate, Sacred Heart University
- First Place Winner, SHU Career Center [TikTok Resume Contest](#)
- Dean's List (2021-2023)

ASK ME ABOUT:

My love of soccer and its effect on food, fashion, and culture; why I think *Michael Clayton* is a perfect movie; my love of cooking.