

MATTHEW EICHENBAUM

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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*

AWARDS:

Cum Laude Graduate | Dean's List Fall 2021 | Spring 2022 | Spring 2023

First Place Winner: [TikTok Contest](#) 'Resume Builder' | SHU Center for Career and Professional Development

2023 SHU Residential Life Unsung Hero Award Winner

RELEVANT EXPERIENCE:

Director of Communications – Bi-Cultural Hebrew Academy *August 2025—Current—Stamford, CT*

- Led institutional brand strategy and visual identity, managing photography, video production, logo standards, and content across web, social, and print channels to ensure consistent brand positioning and storytelling.
- Developed and executed a multi-audience communications strategy for students, parents, faculty, and external stakeholders, including admissions messaging, newsletters, crisis communications, and school-wide announcements.
- Partnered with regional media outlets to secure earned media coverage, write feature stories, and develop print advertising campaigns, strengthening public visibility and community engagement.
- Directed creative production for institutional campaigns and events, including content development, design oversight, and coordination of photography, videography, and press activity, increasing audience engagement and brand visibility.

Marketing Graduate Assistant – Sacred Heart University *August 2024–July 2025–Fairfield, CT*

- Wrote feature stories on alumni, staff members, and university events, published on the university website and social channels, as well as the Sacred Heart University magazine.
- Collaborated with members of the university marketing and advancement departments to strategize what content was needed to boost program performance and visibility.

Video Production Coordinator – Channel 7 WHDH-TV *August 2023–August 2024– Boston, MA*

- Managed a floor of editors tasked with editing content for nine live news broadcasts per day.
- Functioned as the liaison between producers, executive producers, and all other newsroom personnel and the engineering unit.

Freelance Writer – Sacred Heart University *August 2025—Current—Remote*

- Pitched, reported, and produced feature-length stories for a university's biannual magazine, coordinating interviews, photo requests, and end-to-end story development.
- Wrote press releases and web-ready stories for the university's website, translating institutional initiatives into clear, engaging content for public audiences.

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

INTERESTS

- 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.