

# 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:

**Marketing Graduate Assistant – Sacred Heart University** *August 2024–August 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.
- Worked with web editors and designers to create content for university-sponsored newsletters.
- Oversaw the university's Meltwater account to ensure the distribution of all university media mentions to appropriate staff.

**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.
- Delivered content, such as file footage, graphics, and soundbites to reporters in the field.
- Supervised the sending of all media to news and media outlets in the greater New England area.

## FREELANCE PROJECTS:

**Social Media Manager – ProdigyPod**

*January 2025–Current–Remote*

- Developed and executed a comprehensive social media strategy for the launch of ProdigyPod, a non-profit educational service built to support students from middle school to graduate school.
- Designed engaging Instagram content, including graphics and captions, to resonate with Gen-Z audiences, enhance brand awareness, and drive anticipation for the company's Fall 2025 launch.
- Collaborated with the founder and executive director to refine the brand's visual identity, advising on merchandising design, social media aesthetics, and brand presentation & logo.

## SKILLS:

**Software:** Adobe Creative Cloud, Google Services, Microsoft Office, Avid INEWS, Grass Valley Stratus, Sony CI Media Cloud, Asana, Meltwater, SEMrush, Sprout Social, Later, HubSpot

**Journalism:** AP style writing, SEO Writing, Broadcast Production

**Social Media:** Instagram, TikTok, X, YouTube, LinkedIn, Bluesky

## 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.