

Neil Matson

Greensboro, NC 27408

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**Creative Thinker | Writer | Customer Service Expert | Social Media Savvy
Broadcast Professional | Communications Specialist | Problem Solver**

Writing, audio, and graphics samples available at neilmatson.com

EXPERIENCE

Apple Retail, Greensboro, NC

October 2011 - Present

Specialist

- Work in fast-paced, retail environment empowering people, making dreamers into doers.
- Analyze customer needs, trouble-shoot issues, create long-term relationships, customer loyalty and memorable experiences.
- Remain current on technology and trends.
- Educating individuals and small groups on various topics.
- Consistently meeting and exceeding target metrics and customer satisfaction in my drive for results.

Training Lead and Learn

March 2017 - June 2017

- Three-month self-directed in-role training experience.
- Responsible for internal employee training.
- Lead market trainings for new policies and procedures.
- Conducted on-boarding of new hires and ongoing staff training.
- Used Lominger competencies to improve job performance.

Internet Streaming Corporation, Chicago, IL

September 2011 - December 2014

Webmaster

- Webmaster for chicagolandsportsradio.com and windycityunderground.com.
- Responsible for website layout, updating web content and graphics.

Dick Broadcasting Company, Greensboro, NC

July 1995 - July 2011

Marketing Director/Webmaster/Promotions Director

- Worked with all departments creating entertaining contests and promotions for clients and station. Responsibilities included contest rules, logistics, prize fulfillment and recaps.
- Co-ordinated live radio station appearances and events, including logistics.
- Developed and coordinated annual signature radio station events and contests.
- Oversaw and maintained two radio station websites.
- Created and produced engaging commercial print advertisements, recorded entertaining and effective commercials and station promotional announcements.
- Conceived and designed graphic materials, promotions and contests.
- Oversaw social media for radio station group.
- On-Air announcer.

EDUCATION

B.A. in Broadcast/Cinema - University of North Carolina at Greensboro