

# Matthew Winterholler

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[www.matthewwinterholler.com](http://www.matthewwinterholler.com)

## Skills

Message Development

Very Good

Public Relations

Good

Project Management

Very Good

Branding & Design

Very Good

Measurement & Analytics

Very Good

Media Monitoring

Excellent

Social Media Management

Very Good

## Software

Adobe Creative Suite  
(Photoshop, InDesign, Illustrator)

Very Good

MailChimp

Very Good

HTML, CSS & CMS (i.e. WordPress)

Good

Microsoft Office

Very Good

Facebook Business

Very Good

Social Media Management Tools

Very Good

Meltwater Media Monitoring

Excellent

Passionate, experienced communicator knowledgeable about strategy and best practices brings diverse array of skills. Will provide a strategic, creative approach to leadership that benefits the Communications Specialist position and the team.

## Work History

### Associate Director, Issues Monitoring & Management

National Cattlemen's Beef Association | July 2021 - Current

- Leverage audience analytics and market research to identify communications gaps and marketing opportunities through reports while maintaining brand consistency.
- Manage strategy, production, and budget of projects like email marketing, websites, presentations, and social media marketing targeted at diverse stakeholder groups.
- Established innovative \$400,000/year brand awareness campaigns in outlets like The New York Times with more than 20 million impressions and 10,000 click-throughs.

### Manager, Issues & Reputation Management

National Cattlemen's Beef Association | Aug 2019 – July 2021

- Generated written marketing and public relations content for multiple channels with creativity, which helped drive business results, like a 200% increase in website visits.
- Managed and prioritized multiple projects with flexibility for partners to guide communications tactics that aligned with brand strategy, standards, and goals.
- Monitored consumer analytics and trends while communicating those to stakeholders through newsletters, digital media, and other digital content like graphics.

### Intern – Committee on Agriculture

U.S. House of Representatives | May 2019 – Aug 2019

- Provided customer service while developing interpersonal relationships through communication and collaboration with internal and external contacts.
- Provided editorial content management support, editorial content editing, and content conceptualization through collaboration with cross-functional teams.
- Produced product collateral while assisting marketing team with branding strategies.

### Communications Intern

National Sorghum Producers | Dec 2017 – May 2019

- Brought marketing, brand principles, and campaigns to life through planning, graphic design, print and digital materials, video production, SEO, and special events.
- Developed social media posts and organized content calendars to support organizational social media and marketing strategies.
- Constructed and implemented brand standards, style guides, and assets like signage, displays, presentations, and photography that supported strategic communications.

### Communications Intern

Wyoming FFA Association | April 2018 – April 2019

- Illustrated students' work by writing 20+ press releases, blogs, and personality profiles.
- Marketed annual conference with video, photography, and social media strategies.

## Education

### Public Relations (Master of Arts)

University of Florida | Aug 2020 – Aug 2022

### Agricultural Communications (Bachelor of Science)

Texas Tech University | Aug 2017 – Aug 2019

### Agricultural Communications (Associate of Science)

Casper College | Aug 2015 – Aug 2017



View my  
portfolio