

**Matthew Joseph Sullivan**  
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**Education**

**Florida State University, Tallahassee, FL**

MBA Candidate, RMI Specialization with Financial Planning Track 05/2018-05/2019  
Bachelor of Science in Marketing, Business Administration/Management 08/2013-08/2017  
Undergraduate GPA: 3.546 - *Cum Laude*

**Experience**

**Florida State University** 05/2018-Present  
Graduate Assistant

- Assisting the department chair of the Risk Management and Insurance department on research projects related to the insurance industry
- Analyzing large amounts of data in Excel and organizing that data into a readable format for the department

**Aflac** 11/2017-03/2018  
Agent/Benefits Consultant

- Acquired a 2-15 Insurance License which allows me to sell life, health, and accident insurance policies as well as annuities in Florida
- Consulted businesses on customizing insurance programs to help meet their employee benefits needs

**Cumulus Media** (Tallahassee, FL) 06/2017-08/2017  
Marketing/Promotions Intern

- Interned in the promotions and marketing department for Cumulus Media, which is the second largest owner and operator of AM and FM radio stations in the United States, with a market share of over 30% in Tallahassee
- Created promotional proposals to promote and secure on-air giveaways and ad buys for live events
- Coordinated digital content channels including station websites, apps, email blasts, and social media
- Supervised and coordinated live remote broadcasts and community appearances for the entire station cluster
- Imputed and created daily contests for giveaways on all stations in compliance with contest rules & regulations
- Assisted in managing the front desk by answering incoming phone calls, accepting industry reading mail, interacting with guests and distributing prizes to winners
- Managed the station prize closet which consisted of managing prizes, promo item inventory, and event day items

**Sportody** (Tallahassee, FL) 11/2015-01/2016  
Campus Coordinator

- Signed up new users to the Sportody website
- Updated information related to users at FSU and updated the company website with new sporting locations

**Mixtura Productions Corp.** (Miami, FL) 05/2015-08/2015  
Intern

- Helped prepare a PBS Music Special called "Unity: The Latin Tribute to Michael Jackson," which aired nationwide on PBS in October of 2015
- Worked with various types of music technologies including music software, speakers and microphones
- Co-wrote a script for singer and percussionist Sheila E. to read on PBS
- Worked with music artists including Sheila E., Judith Hill and Jon Secada

**Awards**

- Bob Turner/Bank of America Scholarship 06/2017-08/2017
- Kirk Belle Cocke Hassell Scholarship 08/2016-05/2017
- Dean's List 2013 Fall, 2014 Spring, 2015 Spring, 2015 Fall, 2016 Spring, 2016 Fall 08/2013-12/2016
- Martin Luther King Scholarship Recipient 04/2013
- Robbie Miller Scholarship Recipient 04/2013

**Activities**

- Dance Marathon FSU 02/2015
- FSU CODA A Cappella Group 08/2013-08/2015

