

MATTHEW BARLOW

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EDUCATION

University of Tennessee, Knoxville, Haslam College of Business Knoxville, Tennessee
Bachelor of Science in Business Administration Graduation: May 2024
Major: Marketing with a Business Analytics Concentration
Cumulative GPA: 3.97/4.00
2023–2024 AMA Knoxville Outstanding Marketing Student; Fall 2023 AMAze Group Co-Leader

Pellissippi State Community College, Knoxville Friendsville, Tennessee
Associate of Science in Business Administration Graduation: July 2022
Major: Business Administration
Cumulative GPA: 4.00/4.00
2022 ACBSP Outstanding Student Leadership Award; Dean's List; Phi Theta Kappa

PROFESSIONAL EXPERIENCE

iXsystems, Inc. Maryville, TN
Digital Marketing Intern May 2022–Present

- Launched an email satisfaction survey with 2,000+ responses to improve communications strategy
- Promoted a \$74,700 quarterly special by creating and sending reminder emails to 5,800 recipients
- Co-produced and edited three company videos, totaling 1,800+ YouTube views to date
- Analyzed email campaign and Google Ads performance, producing reports for the marketing team
- Documented three internal processes to streamline marketing cross-training and onboarding

Pellissippi State Community College Friendsville, TN
New Student Orientation Leader May 2021–May 2022

- Presented to groups of 5–15 students, introducing essential academic resources
- Produced social media content that provided study tips and academic inspiration
- Interviewed and filmed three faculty members for 15 videos that ranged from college to life advice
- Guided 90 new students as they transitioned into college by sending email reminders, answering questions, and calling students who needed additional support and encouragement
- Led tours that helped students to find their way around campus and to locate their classes

Pellissippi State Community College Friendsville, TN
Supplemental Instruction Leader for Accounting I February 2021–May 2022

- Taught essential business and accounting principles by holding three to four online sessions per week and instructing up to eight students per session
- Coached students through chapter content and homework problems, prepared students for exams, and strengthened their understanding of accounting concepts
- Corresponded with a group of over 250 students on Microsoft Teams to make announcements and answer questions

Kroger Maryville, TN
e-Commerce Clerk April 2020–August 2020

- Retrieved and delivered groceries dependably under time constraints during the surge in pickup orders and shortages caused by the COVID-19 pandemic
- Communicated with customers by phone and in person with courtesy, kindness, and patience

SKILLS

Email Marketing | HubSpot | Google Analytics | Content Creation | Photoshop | R Programming