MATTHEW MANCINI

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SUMMARY

Dynamic candidate with 3+ years of experience in website management and digital media creation. Proven expertise in designing and creating engaging digital media content for web, social media, and print advertising. Skilled in simple HTML, CSS, and website content management systems to enhance user experience. Proactive about leveraging technical skills and creative visions to support and advance organizational goals in a fast-paced digital environment.

EDUCATION

BACHELOR OF ARTS IN COMMUNICATION   May 2023
University of Connecticut | Storrs, CT

ASSOCIATE OF APPLIED SCIENCE IN DIGITAL VIDEO PRODUCTION   June 2021
Middlesex Community College | Middletown, CT

WORK EXPERIENCE

WEB & MEDIA SPECIALIST   December 2023 - Present
Connecticut Department of Transportation (CTDOT) | Newington, CT (Hybrid)
- Managed consultants and team members to ensure deliverables met CTDOT standards
- Led the CTDOT website redesign to improve user experience, streamline workflows, and improve file organization
- Continually updated CTDOT website for content accuracy, accessibility, and user experience
- Created and implemented new branding with compliance, accuracy, and consistency in all CTDOT digital media
- Developed detailed written website standards and policies for senior leadership to disseminate to all employees

COMMUNICATIONS SUMMER WORKER/INTERN   June 2023 - December 2023
Connecticut Department of Transportation (CTDOT) | Newington, CT
- Created original digital media for use internally to distribute to over 3,000 employees
- Proofread and posted construction news releases on the CTDOT website
- Organized internal documents to enhance workflow and productivity

WRITTEN COMMUNICATIONS AND MARKETING SPECIALIST   October 2021 - June 2023
UConn's Center for Clean Energy (C2E2) | Storrs, CT
- Populated C2E2 website with original news stories and articles
- Updated and published annual reports incorporating more modern and engaging design
- Created engaging, on-brand copywriting, artwork, and designs to enhance user experiences

SKILLS & CERTIFICATES

Video Editing, Adobe Illustrator, Adobe Photoshop, Adobe Premiere Pro, Canva, Graphic Design, Media Relations, SproutSocial/Hootsuite, Brand Management, Photography/Videography, Marketing, Proofreading, Copywriting, Microsoft Office Suite, Adobe InDesign, Drone Flying, User Interface/User Experience (UI/UX), HTML, CSS, Content Management Systems, Figma, Search Engine Optimization (SEO), Google Analytics, Consultant Management

FAA Part 107 Remote Pilot Certificate   June 2024
Federal Aviation Administration (FAA)

News and Sports Production Certificate   June 2021
Middlesex Community College