

 Matthew David Nelson

*Education*

**Appalachian State University-** Boone, North Carolina

**Bachelor of Science in Communication,** May 2011

**Concentration in Advertising and Marketing**

**Certificate in Service Leadership (300 service hours, 24 leadership workshops, 15 credit hours)**

*Experience*

**YBM Sisa-** Seoul, South Korea

**ECC Dongdaemun**

**Pre K- Grade 6 English Instructor-** October 2012-October 2013

-Instructor of English for Pre- Kindergarten through Grade 6 Students

- As classroom teacher, built rapport with students and families from a wide range of cultural backgrounds

-.Create trusting atmosphere through sensitivity to students' strengths, weaknesses, and personal learning styles.

**Shandong University of Technology-** Zibo, Shandong, Peoples Republic of China

**Foreign Language Graduate Studies Department**

**Instructor** August 2011-August 2012

-ESL and Marketing instructor – freshman, Sophomore MBA program University classes

-Create and execute Oral English and marketing lesson plans

-Plan, teach, and supervise projects & presentations

-Implemented grading rubric/syllabus

-Provide requested personal tutoring for Oral English skills

**Appalachian State University Student** Publications- Boone, North Carolina

**Director of Advertising and Business Development-** August 2010-May 2011

-Oversee daily business and advertising activity of The Appalachian Student Newspaper

-Responsible for designing and setting in motion continuing programs of training for the account representatives

-Conduct market research, , validate, and communicate sales planning and strategy deliverables with sales teams

-Develop and maintain relationships with local businesses clients and corporations

-Lead and work in a team environment and interface with multiple departments

**Calvin Klein-** Blowing Rock, North Carolina

**Regional Marketing Assistant-** January 2009- May 2010

-Assist Store and District Marketing Manager with all fashion, seasonal and other applicable programs to

maximize sales and achieve company goals

- In conjunction with District and Corporate guidelines, develop competitive customer and market

strategies that involve targeted merchandise selection, proper assortment and accurate pricing plans

- Actively participate in the approval process for all decisions pertaining to assortment planning and point of

Purchase displays targeted action plans to enhance sales