Matthew Montesdeoca

Gainesville, FL | (386) 589-4316 | m.montesdeoca@ufl.edu | linkedin.com/in/matthew-m-6015401aa |
mattmontesdeoca.my.canva.site/my-portfolio

EDUCATION

University of Florida, Warrington College of Business **June 2027**
Master of Science in Marketing

University of Florida, Warrington College of Business **May 2026**
Bachelor of Science in Business Administration, Marketing

Santa Fe College **December 2023**
Associate of Arts

RELEVANT EXPERIENCE

Forage Academy Sponsored Content **Oct 2026 - Nov 2026**
Branding & Design Extern

- Built a Canva and Pinterest mood board for Lumea, an assigned brand, by analyzing brand values to align visuals with the target audience.
- Designed the Community Canvas Tote mockup and launch collateral, including an Instagram event post and invitation, to promote a new product release.
- Developed a social media campaign strategy with a countdown, a user-generated patch contest, and a branded hashtag to grow community engagement.

Sonny's BBQ **May 2021 - Present**
Cashier (Part-Time)

- Delivered fast, friendly service in a high-volume setting by managing take-out and drive-thru orders and confirming order accuracy.
- Partnered with kitchen staff and fellow cashiers during peak hours to keep service efficient and resolve guest concerns.

MARKETING PROJECTS

Campaign Concept Portfolio (Concept Work) **mattmontesdeoca.my.canva.site**

- Conceived a Cecred festival activation, designing a TikTok influencer mockup, Instagram Story countdown, tote bag, and pop-up visuals for three music festivals.
- Created a SoulCycle x Olaplex event flyer and a Rare Beauty x Airbnb influencer retreat concept with a campaign hashtag and cohesive visual identity.

ADDITIONAL EXPERIENCE

Taco Bell **Jul 2020 - Apr 2021**
Service Champion (Part-Time)

- Resolved order concerns and processed transactions accurately while keeping dining areas clean in a fast-paced restaurant.

SKILLS & CERTIFICATIONS

Skills: Canva, CapCut, Adobe Illustrator, Meta Business Suite, social media content creation, content calendars, keyword research, Google Workspace, Microsoft Excel and PowerPoint
Certifications: Google Analytics 4 (June 2026), Semrush SEO Essentials (June 2026), QuickBooks Certified
Languages: Bilingual in English and Spanish