

# MATTHEW SMEDICK

## Summary

Highly motivated and multi-faceted individual with 7+ years in hospitality and 2+ years in public address announcing. Proficient in office desktop software. Actively employed with a positive attitude and diversified skill set including; event management/operations, marketing, and broadcast operations, as well as customer service and guest relations.

## Experience

### The Jay Group (Investor Place Media, LLC)

Lancaster, PA

#### Customer Service Representative

January 2014 - Present

- Resolved service problems by clarifying the customer's complaint; determining the cause of the problem; identifying and explaining the best solution to solve the problem; expediting correction or adjustment; follow up to ensure resolution

### Ripken Baseball, Inc.

Aberdeen, MD

#### Tournament Official

April 2012 - Present

- Greatly enhanced player and visitor experience through announcing 300+ games
- Assured adherence to rules and orderly progression of tournament games
- Contributed front line experience to 1000's of visitors helping secure business

### Cumberland Valley School District

Mechanicsburg, PA

#### Athletic Administration Intern

December 2011 - May 2012

- Assisted in the overall management of athletic events
  - Setup/Breakdown, Ticket Ops., Seating, Crowd Mgt., Scoreboard, and Music
- Created and executed event plans and promoted contests to generate attendance
- Participated in the interview and hiring process for coaches

### The JDK Group

Camp Hill, PA

#### Server/Set-up and Breakdown Crew

July 2008 - Present

- Procured supplies, prepared food, setup and breakdown of events, server
- Employed social skills and became confident working in a fast paced environment.

### Bent Creek Country Club

Lititz, PA

#### Grounds and Greens Landscaping Specialist

July 2013 - October 2013

- Maintained golf course and surrounding areas
- Assured excellent conditions for 100's of members and their guests
- Learned to operate complex equipment

## Education

### York College of Pennsylvania

- Bachelor of Science Sport, Recreation, and Hospitality Management
- GPA 3.3, Management Minor
- Member of Tau Kappa Epsilon (TKE) National Fraternity

#### Event Management Practicum

- Gained over 200 hours of hands-on experience with facility/event management, along with taking initiative, and developing leadership and marketing skills

#### Marketing

- Created and presented various marketing plans and successfully marketed products sold to the public

#### Public/Media Relations

- Executed business simulation involving creation of operations manuals, an interactive media guide, and utilizing various communication outlets

#### Ticket Operations and Negotiations

- Trained on aspects of sales and ticketing operations, and proposal for a box office policy and procedure manual

#### Management Information Systems

- Conducted data analysis, scenario generation, and created and managed complex databases using Microsoft SharePoint, Excel and Access

## Extras

- Attendee of the MIT Sloan Sports Analytics Conference in Boston, MA (2009, 2010)
- Volunteer for Lions Club, York Sports Night, and Four Diamonds Fund, and Relay For Life
- Participant of the Sport Management Student Association



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## SKILLS:

### Computer Skills

- Microsoft Office Suite (Word, PowerPoint, Excel, Access, Outlook, SharePoint)
- Adobe InDesign, Photoshop
- Basic HTML and Content Mgt.

### Personal

- Public Address Announcing
- Event Operations/Management
- Strategic Marketing
- Communications
- Digital and Mobile Marketing
- E-mail Campaigns
- Social Media Engagement
- Customer Service

### Others

- Creative
- Tech Savvy
- Enthusiastic
- Open Minded
- Committed

## INTERESTS

- Avid Golfer
- Sports
- Music Lover
- Sustainable Energies/Resources