

-MATTHEW TOM-

Matthew.t.tom@gmail.com • 617-817-0328

Art & Social Media Campaigns Portfolio: Matthewtomart.com

EDUCATION

- Hamilton College, Clinton NY** May 2020
- Bachelor of Arts in Visual Art and Literature
 - Honors: *magna cum laude*, Phi Beta Kappa, Departmental Honors in Art
- King's College London, London UK** Spring 2019
- Study abroad student with a focus in Art History, Comparative Literature, and Philosophy
- Wellesley High School, Wellesley MA** June 2016

AWARDS/HONORS

- J. Barney Moore Achievement Prize in Studio Art 2020
- Semifinalist for Commencement Student Speaker (*Voted by Peers*) 2020
- Steven Daniel Smallen Memorial Fund Award for Student Creativity 2017, 2019
- Finalist for the Saul Bell Emerging Artist Award in Jewelry 2017
- National Silver Medal Recipient of the Scholastic Art and Writing Awards (*Jewelry*) 2017
- Wellesley High School Art Director's Award for Excellence in Fine Arts 2016

PROFESSIONAL EXPERIENCES

- Media Coordinator** *Freeman Philanthropic Services, New York NY* Fall 2020-Spring 2021
- Initiated a refreshed presence on digital media platforms such as LinkedIn and Facebook
 - Conceptualized online advertising goals and strategies
 - Administered internal calendar and scheduled external clients
- Assistant to Creative Director** *Intersect Art Fairs, Aspen CO (Remote)* Summer 2020
- Led the research and organization of VIP database to monitor high-profile collectors and art advisors
 - Analyzed online viewership analytics for fair reaching 132k page views
 - Back end coded and formatted products into digital showroom for virtual fair
- Media Relations Intern** *Metropolitan Museum of Art, New York NY* Summer 2019
- Acted as front-line defense for museum publicists by monitoring press for newsletters and internal briefings
 - Handled the assembly of press kits to journalists and publications
 - Assisted with new exhibition press previews and supervised film crews
 - Influenced collaborative office culture through the introduction of break room puzzles and conversation starters
- Summer Educator** *Institute of Contemporary Art Boston, Boston MA* Summer 2018
- Implemented new teaching strategies for inaugural Watershed gallery exhibition
 - Engaged K-12 groups with high-energy guided experience route of Contemporary Art exhibitions
- Social Media Assistant** *Ruth and Elmer Wellin Museum of Art, Clinton NY* Fall 2017-Spring 2020
- Managed team of student docents to create original digital and video products for museum publicity
 - Created content for museum social media accounts on Twitter, Instagram, and Facebook
 - Advocated for museum as spokesperson during VIP tours and media briefs
- Collections & Exhibitions Summer Student Assistant** *Wellin Museum, Clinton NY* Summer 2017
- Trained in organizational workflow, database entry, and art handling of the permanent collection

ADDITIONAL RELEVANT EXPERIENCES

- Orientation Leader** *Hamilton College Outdoor Leadership Program* Summer 2017-2019
- Mentor and trip leader for 10 members of first-year class during 5-day trips around upstate NY
 - Voted "Most Requested Co-Leader", highlighting personal traits of collaboration and charismatic personality
- President** *Wellin Initiative for Student Engagement* Fall 2017-2020
- Managed logistics and roused interest for public events to integrate Wellin Museum into college community
 - Sharpened public speaking skills by moderating discussions between visiting artists and public
- Lead Dancer** *Tropical Sol* Fall 2018-2020
- Choreographed original dances and performed as dance captain for Latin dance troupe.
- Editorial Board Member** *Red Weather Magazine* Fall 2017-2020
- Sharpened visual vocabulary and critical eye when judging for submissions to literary arts magazine
- Mascot** *Wellesley Athletics* Fall 2016
- Energized crowd and rallied support for sports teams underneath the "Raider" uniform
 - Inspired fans at Fenway Park during annual Thanksgiving game

SKILLS

- Advanced in Photoshop, PowerPoint, Excel, The Museum System (TMS) database program, Cision, Mail Chimp, Canva, and Procreate
- Expert in drawing, oil painting, sculpture, and metalsmithing
- Advanced public speaking, written communication, and interpersonal relationships
- Spanish - Reading and writing proficiently