

Matthew B. Koffman

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EDUCATION

Ithaca College

Business Administration (Marketing Concentration)
Entrepreneurship & Innovation Minor

Ithaca, NY
Bachelor of Science
May, 2026

WORK EXPERIENCE

Key Branding Labs - Social media content marketing & brand development agency
Social Media Marketing Intern

Binghamton, NY
May 2023 - August 2024

- Managed and grew social media presence by 7% across multiple platforms by creating daily content that showcased industry insights, office highlights, and client updates.
- Conducted content shoots for 4+ client products and personnel, producing engaging photo and video content to elevate brand presence.
- Organized and tracked 300+ potential brand ambassadors across 3 clients, fostering engagement and maintaining strong relationships, successfully onboarding 3 high-performing full-time partners.

Viridian Artists Inc.

Social Media Marketing Intern

New York, NY
June 2025 - August 2025

- Conducted targeted outreach to 50+ prospective artists, successfully expanding the gallery's creative network and exhibition pipeline.
- Created, managed, and posted original content for the gallery's social media account that boosted engagement by 1% and promoted exhibitions.
- Cataloged artwork and maintained organized records to support inventory management and accuracy.

Colgate University Camp

Guest Operations & Property Coordinator

Saranac Lake, NY
May 2026 - Present

- Managed guest services and property operations as part of a hospitality and facilities maintenance team.
 - Maintained property standards by performing cabin turnovers, lawn care, landscaping, and interior cleaning.
 - Safely operated watercraft for water sports and assisted young children of families.
 - Coordinated kitchen operations, efficiently balancing food preparation, guest service, and dishwashing, and inventory rotation under tight time constraints.
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ACTIVITIES

American Marketing Association

Ithaca College, January 2024 - May 2026

- Built on the classroom curriculum and provided industry insights to multiple semester-long projects.
- Inducted into Alpha Mu Alpha National Marketing Honorary Society.

Ithaca College and Longview Partnership

Ithaca College, January 2026 - May 2026

- Collaborated with and strengthened both Ithaca College and Longview, our local retirement community, by hosting events where students and residents connected and fostered relationships.

Ithaca College Club Swimming & Tennis

Ithaca College, September 2022 - May 2026

- Actively participated in practice 3 times per week during the year-round season.
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SKILLS

Digital Marketing: SEO Optimization, Social Media Strategy & KPIs, Brand Development, Content Creation, Paid Search/Display Ads, Online Reputation Management, Email Marketing.

Software & Analytics: Google Analytics (GA4), Meta Business Suite, HubSpot, Microsoft Excel, Google Suite.

CERTIFICATIONS

HubSpot: Social Media Marketing, HubSpot Reporting, Sales Management

LinkedIn: R for Data Science: Analysis and Visualization, Learning Excel Desktop, Excel: Lookup Functions