

# MATTHEW BALL

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## EDUCATION

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### Miami University, Farmer School of Business

Oxford, OH

Current GPA: 3.7

August

2016-present

- RedHawk Excellence Scholarship Recipient
- Marketing Major with Interactive Media Studies Co-Major
- Delta Chi Fraternity - Press Relations Chair
- Dean's List, Honor Society Qualifier

## WORK EXPERIENCE

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### Block Key Capital, LP

Chicago, IL

Co-Founder, Chief Marketing Officer

November 2017-present

- Managed marketing strategies for an ongoing cryptocurrency hedge fund startup
- Provided investment services and data analysis in the blockchain industry

### Nú Expression

Winston-Salem, NC

Marketing/Web Design Intern | Freelance Developer

August 2017-present

- Created and designed individual web pages (responsive design)
- Graphic Design in Photoshop / Illustrator
- Designed elements and finished solutions to work in a variety of browsers
- Stylized WordPress themes with custom CSS

### The Wood's Food & Spirits

Oxford, OH

Social Media Director

January 2017-present

- Create social and promotional flyers and materials
- Post specials and weekly deals on Twitter, Instagram, and Facebook accounts

### App Developer

Winston Salem, NC

Created 'History for iOS' in App Store (17.2K Downloads)

June

2015-present

- Created app with in-depth information on every software and product release Apple has pushed to the public
- Received favorable review from the popular site, MacTrast.com

### Technology Blog

Winston-Salem, NC

Founder and Editor-in-Chief of TechLifeBlog.com (236K Pageviews)

October 2012-May 2015

- Composed over 100 posts on a variety of tech topics, including iOS/OS X help and app reviews
- Attracted advertisers and was featured on multiple news outlets

## COLLEGIATE AND COMMUNITY EXPERIENCE

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### Miami University Student Foundation (MUSF)

2016-present

- Marketing Committee Member
- Traditions Committee Member

### Miami Business Enterprises (MBE)

2016-present

- Executive Board Member
- Technology Director - Maintain and manage website and social accounts

### Resident Hall President

2016-present

- President of Community Leadership Team
- Member of weekly general assembly for Resident Hall Association

## HONORS

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- Gold Presidential Service Awards (2x Recipient) (250+ hours of service in a year)
- NCHSAA-NC National Guard Scholar Athlete and National Honor Society

References Available Upon Request

