

MATT REINIGER

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PROFESSIONAL EXPERIENCE

JACK MORTON NY, CADILLAC ACCOUNT | *Account Associate*

JUNE 2017-CURRENT

PGA of America Partnership

MANHATTAN, NYC

- Initiated conversations with the PGA of America and pitched Cadillac's preliminary partnership deal points
- Met with golf players' agents for Justin Thomas, Brooks Koepka and Dustin Johnson to gauge ambassador interest
- Created a model mix strategy for the PGA Championship and ordered the vehicle fleet for the tournament

Hotel and Ski Resort Partnerships

- Built and maintained relationships with Cadillac's hotel and ski resort partners
- Discussed the exchange of assets with new hotel and ski partners to provide groundwork for legal contracts
- Managed partner-owned vehicles by creating model mix strategies and refreshing fleets

BOOK by Cadillac

- Executed experiential activations for Cadillac's car-subscription service, BOOK by Cadillac
- Arranged vehicle displays and hired product specialists to promote BOOK at Inspirato's East Coast Golf Tournament
- Hired vendors to produce custom bag tags at Elite Traveler's winter cover party to increase awareness about BOOK
- Researched influencers and connected them with Cadillac's content agency to support BOOK's #iSubscribe campaign

Goop Partnership

- Coordinated vehicle delivery to guests for Cadillac's drive-to-dine event, Road to Table, in the Hamptons and Napa
- Oversaw the kickoff of Cadillac's "Goop Lab" test drive activation in Aspen

STARCOM MEDIAVEST GROUP | *Client Strategy Intern*

JUNE-AUGUST 2016

Airbnb Project

MANHATTAN, NYC

- Ideated on Airbnb's mobile product offering to assist the company in becoming a top mobile marketer
- Presented research and trending marketing opportunities to the Airbnb team

UNIFIED FOR UGANDA | *Public Relations Intern*

AUGUST 2012 – MAY 2013

Internship Responsibilities

GULU, UGANDA

- Acquired donors by pitching the cause to prospective benefactors and wrote grants to procure corporate sponsorship
- Experienced a mission trip in Uganda, Africa

EDUCATION

MIAMI UNIVERSITY

MAY 2017

GPA: 3.73 | *CUM LAUDE*

OXFORD, OH

- *Bachelor of Arts in Strategic Communication*
- **Minors:** Entrepreneurship & Urban Planning

EXTRACURRICULAR INVOLVEMENT

MIAMI UNIV. COLLEGE OF ARTS AND SCIENCE | *Teaching Assistant*

SPRING '16 – FALL '16

Introduction to Public Relations Class

OXFORD, OH

- Taught several classes each semester to a cohort of students about public relations principles, planning and writing

PI SIGMA EPSILON, GAMMA GAMMA | *Professional Business Fraternity*

SPRING '15 – SPRING '17

Advertising Coordinator

OXFORD, OH

- Operated social media accounts for the chapter and supported project teams with general advertising tasks