

Matt Hendrian

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EDUCATION

Michigan State University, East Lansing, MI August 2018 - May 2021

Eli Broad College of Business

Bachelor of Arts, Human Resource Management

GPA: 3.59/4.00

Dean's List: 5 Semesters

Michigan State University College of Engineering, Remote May 2021-November 2021

Certification, Full Stack Development

RELATED EXPERIENCE

TicketTheory, Remote May 2021-September 2021

Business Development Intern

- Conducts Market Research and SWOT analysis for new product entry.
- Develops educational materials for Non-Fungible Tokens (NFTs), public blockchain, and smart contracts.
- Curates and produces social media educational content for Marketing Team.

C&R Marketing, East Lansing, MI March 2019 – January 2020

Market Research Apprentice, Copy Editor

- Reviewed content, grammatical, and structural components of quarterly publications and articles for clients.
- Researched, interviewed, and evaluated potential target audiences for clients.
- Maintain, update, and facilitate spread of targeted marketing content.

Freelance Writer, Plymouth, MI May 2018 - Present

Freelancer

- Implemented and updated professional writing standards to companies' internal communications, publications, and websites.
- Instructed startup bloggers how to grow and target niche markets.
- Led students in academic and creative writing practices.

The Albion Pleiad, Albion, MI October 2017 – May 2018

Copy Editor

- Oversaw all articles prior to publication. Responsible for accuracy, style, and grammatical structure of content.

- Engaged with editor team to cover pressing campus stories, events, and interviews.
- Organized and stored interview records, publications, and marketing materials.

ACTIVITIES

- Creative writing and storytelling
- Market Research and Analysis.
- Full Stack Development (HTML, CSS, JavaScript)
- Analytics (R, Excel, Tableau)
- Technical writing for blockchain fundamentals, cryptocurrency, and Hyperledger concepts.