



Matthew McCurry
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Education

James Madison University, Harrisonburg, VA **Expected Graduation: May 2023**
Bachelor of Business Administration: Marketing, Concentration: Digital Marketing
Cumulative GPA: 3.525
Dean's List: Spring 2020, Fall 2020, Spring 2021
Classes: JMU COB 300- Principles of Marketing, Finance, Operations, and Management.
Awards: JMU COB Rising Scholars Award Scholarship

Experience

NEXCOM Code M Intern – Merchandising & Marketing **May 2022 – August 2022**
Virginia Beach, VA

- Assigned Departments: Inventory planning, Navy Pride, Marketing
- Social media marketing
- Product marketing and merchandising
- Oracle systems item induction

Twin Lakes Golf Course Snack Bar, Clifton, VA **May 2021- August 2021**
Fairfax County Park Authority

- **Cashier responsibilities:** accurately taking customer orders and handling cash
- Cooking: grilling food items, preparing sandwiches, and pouring draft-alcoholic beverages
- **Closing:** cleaning the work area and bathrooms, restocking drinks, food, and snacks, and equipment safety checks

DECA Student Based Enterprise Retail, Chantilly High School, Fairfax, VA. **September 2018 – April 2019**
School SBE Chantilly Spirit Box and Kiosk

- **Awarded Chantilly Academy Most Valuable Team Member Award for merit in Entrepreneurship**
- Requirements: 15-page written portion, 15-minute oral presentation, records of sales.
- Competed at DECA ICDC
- Key responsibilities: refilling in-school vendors, recording sales, and marketing.
- Managed the **online-catalog** for each vendor and special QR-codes, used Wix.com resources

DECA Innovation Plan **September 2018 – March 2019**
Entrepreneurship manual: Fairway Innovations Golf App

- Requirements: 10-page written portion and 15-minute oral presentation
- Competed at Virginia DECA SLC
- Inventor CAD used for printing 3-D model of a solar golf bag

Babe Ruth World Series **June 2018-August 2018**
NFC Babe Ruth Summer All-star team

- Finished 5th in world series
- Southeast regional Champions
- VA State runner-up's
- District 10 champions

Lawn Mowing, Fairfax, VA **June 2017- June 2019**
Self-startup, small business

- Provided yard services to local residents including lawn mowing, weeding, and edging
- Marketed the business through the neighborhood's Facebook page
- Managed equipment and supplies, and recorded finances and appointments in excel

McDonalds, Fairfax, VA **February 2017 – May 2017**
Cashier Crew and Runner

- Key responsibilities: fulfilled orders for customers, delivered mobile orders, and stocked and organized supplies for a ready workplace

Leadership and Activities

Dukes in Suits , dukesinsuit.com	November 2020 – Present
<ul style="list-style-type: none">• Founder• JMU Business spirit shop with t-shirts and other spirit wear• Skills: social media content creation and management, e-commerce, and customer service• Online store and pop-up shop	
JMU Society of Entrepreneurs	February 2020 – Present
<ul style="list-style-type: none">• President• Key responsibilities: manage event calendar, create social media posts, coordinate with Faculty advisor, and maintain that the organization meets school requirements and in-house policies.	
National Alopecia Areata Foundation	September 2017 – Present
Member	
<ul style="list-style-type: none">• 2022 NAAF Conference Volunteer• 2018 NAAF Conference Attendee	
Madison Biz Residential Learning Community , James Madison University	September 2019 – January 2020
Member	
<ul style="list-style-type: none">• JMU College of Business program for first-year students• Professional development and business knowledge• Chestnut Tree Community Service Project	
JMU DECA	February 2020 – April 2020
Member	
Chantilly High School Varsity Baseball	February 2018- June 2019
Bullpen Catcher	
<ul style="list-style-type: none">• 2018 Regional Champion Runner-ups• Other positions: outfield and catcher	
Technical Skills	
Google Analytics (GA4) Certification	November 2022
HubSpot SEO Certification	November 2022
Microsoft Excel: basic linear programming and analytic solver	December 2020
LinkedIn Learning Microsoft Teams Essential Training Certificate	April 2020
NRF Customer Service Certification	January 2018
Lean six sigma white belt	July 2022
Social media: Instagram, Twitter, Facebook, and LinkedIn	
E-commerce: Woo-commerce and Square	
Canva	