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Matthew McArdle

Dynamic and energetic professional with an exceptional work ethic and communication skills. Years in the film industry made me the hard worker, impactful leader and creative problem solver I am today. For the past several years, I have brought the hard and soft skills gained in the film industry to the hospitality world, as a manager and marketing professional. My work in both fields developed my expertise in organizing, scheduling, editing, writing, problem solving and developing creative marketing strategies. I continuously expand this skill set by learning new and relevant programs and software.

Experience

JUNE 2018 – PRESENT

Marketing Manager and Rooms Director *Meadowmere Resort, Ogunquit, Maine*

As marketing lead, headed rebranding and ongoing marketing campaigns. Ran a task force reimagining the hotel website and social media reach. Expanded social media reach by 20% within 2 months, enhanced online conversion rate by 30%. As rooms director, I recruit, hire and manage a team of 25 employees and oversee scheduling, inventory and budgeting duties.

MAY 2005 – PRESENT

Film & Video Editor *Freelance*

Edited projects ranging from feature films to music videos and commercials. Clients and projects include Desert of Blood, French Kande, Kognitio, Southwestern Carpenters Union, Hermosa Kustoms, Rockefeller Restaurant, Easy Reader News.

OCTOBER 2016 – JUNE 2018

Rooms Manager *Cliff House Maine, Cape Neddick, Maine*

Executed the initial standard operating procedures for the rooms team at a luxury resort property. Oversaw the expansion of the property without sacrificing the quality of existing operations.

JANUARY 2015 – JANUARY 2016

General Manager *Barney's Beanery, Redondo Beach, CA*

Managed all operations for a high-volume seaside restaurant and sports bar. Responsibilities included staffing, inventory, budgeting, marketing efforts and managing guest experience.

APRIL 2010 – DECEMBER 2014

Film and Commercial Set Dresser *Freelance, Los Angeles, CA*

Contributed to the development and visual style of commercial campaigns and feature films. Coordinated between various departments with conflicting demands. Commercial clients included Target, Lexus, L'Oréal, Maybelline, Ford, GMC, McDonald's, Coca-Cola.

MAY 2005 – MARCH 2010

Assistant Film Director and Production Assistant *Freelance, Los Angeles, CA*

In a fast-paced environment, efficiently assisted in the organizing of the cast, crew and extras. Created the filming schedule, organized the cast and crew on a daily basis and delegated responsibilities to on-set production staff.

Skills

Final Cut Pro • Email Marketing Software (Mail Chimp, Emma) • Social Media Marketing Campaigns and Strategies • Content Marketing Certified (HubSpot) • Inbound Marketing Certified (HubSpot) • Social Certified (HubSpot) • User Experience (UX) Design • Microsoft Office Suite • Data Revenue Management • SMS & PMS software

Education

MAY 2005

Bachelor of Arts Film Production *Ithaca College, Ithaca, NY*

Projects

- Screenwriter: *VFW* (2019) • Film Editor: *Where is Amy Pressman?* (2010), *Dessert of Blood* (2008)