

Matthew D. Sugam

M.S. Strategic Communication at Columbia University Sports Reporter | Marketing and Communication Specialist | Educator

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Digital Communication Strategist, Published Writer, Heisman Trophy Award Voter, and Educator, with a Master's in Strategic Communication from Columbia University. Specialize as a Strategic Storyteller in Marketing and Communication in the digital space. A writer and content creator with over a decade of experience in the sports media business and admissions, advancement, marketing, and communication in an elite college-preparatory school in the New York Metropolitan area before relocating to the Washington, D.C. Metropolitan area

Experience

- St. Andrew's Episcopal School** - Assistant Director of Communications 8/23 - Present
- Responsible for supporting all communications office initiatives with a particular focus on refining the School's institutional voice across external marketing platforms, primarily social media, and creating and curating all digital content for St. Andrew's
 - Responsible for all digital and print marketing content creation and curation for St. Andrew's. Content includes writing, photography, video, podcasts, and other emerging digital marketing collateral.
 - Proactively collaborate with the Admission Office, Advancement Office, academic departments, and the Center for Transformative Teaching & Learning (CTTL) to help each team achieve its strategic goals
 - Develop implement, and analyze content strategy for web and social media
 - Manage a social media advertising budget
 - Support admission, retention, and advancement goals through targeted messaging, third-party partnerships, and communications initiatives
 - Participate in digital giving drives which require pre-planning and delivery of video content as well as the ability to quickly recognize emerging patterns and to adapt messages and content
 - Support and lead Communications Office efforts to integrate data, including Google Analytics (GA4), into new marketing strategies
 - Strengthen relationships with School content creators to unify messaging beyond official channels
 - Manage a student internship program and/or student social media advisory group
 - Manage "Student Takeover," "Teacher Takeover," and other novel marketing initiatives on social media
 - Support the Communications Office with editing, writing, proofreading, and other marketing needs
- The Associated Press** - Freelance sportswriter 11/13 - Present
- Cover [Rutgers football](#) and [men's basketball](#), [Seton Hall men's basketball](#), and professional and college sports in New Jersey, New York, Philadelphia, and Washington, D.C., including the [NFL](#), [NBA](#), [NHL](#), [Big Ten](#), and [Big East men's basketball and NCAA Tournament Championships](#), following AP style guidelines
 - State Supervisor for Vote Entry Operators for General Elections and State Primaries
- World Trade Organization** - Strategic Communication Consultant 5/23 - 8/23
- Working with a team of fellow Columbia University Strategic Communication Capstone students, develop and propose a fully developed communication solution to increase digital footprint by 50%
 - The strategy defined an optimal target audience for communication, an audience insight, a motivating message, and a creative campaign idea, as well as tactical and channel recommendations for bringing the campaign to life
- Columbia University** - Athletics Communications Content Creator 8/21 - 8/23
- [Write game stories](#), [sidebars](#), and [features](#) on [football](#), men's and [women's basketball](#), and features on [28 Olympic sports](#) for gocolumbialions.com
 - [On-air talent](#), [Podcast host](#), assist with social media and assist with game day operations
- The New York Times** 4/15 - 8/22
- Freelance [sports writer covering college athletics](#)
 - Instructor for Sport & Politics, Sports Management, and Investigative Reporting courses for the School of the New York Times (Summer, 2019 and 2022) and Teaching Assistant, Sports Media & Management (Summer, 2018)
- NJ/NY Gotham FC** - Interim Director of Communications 5/22 - 10/22

- Led the club's communications efforts with responsibility for the development and execution of a comprehensive communications strategy, maximizing exposure across local and national media for on and off-field team performance
- Responsible for day-to-day media relations, game operations, maintenance of statistics, and press releases
- Served as the organization's primary writer, advising and assisting departments with communications materials that are consistent with brand storytelling and messaging around club initiatives and launches
- Worked closely with the NWSL League office on communications strategy and ensure compliance with all team and league media relations protocols

Newark Academy - Assistant Director of Marketing and Communications 7/18 - 7/21

- Content creator providing copywriting, editing, and proofreading support for the school magazine, annual report, brochures, and other publications
- Write and submit press releases and feature stories, as well as develop media opportunities as needed, successfully pitching [The New York Post](#), [The Star-Ledger/NJ.com](#), [The Asbury Park Press/Gannett NJ](#), New 12 New Jersey and [NJTV](#), producing compelling website content and news updates
- [Direct, produce and manage social media accounts and campaigns](#)
- Produce compelling website content and news updates
- Prepare speeches and/or talking points for NA members at selected events

Other Media Experience 1/11-5/16

- Digital: SNY.tv - SportsNet New York's website, AOL/Patch.com, RVision Broadband New Jersey Newsroom
- Print: The Star-Ledger/NJ.com, The Jersey Journal, Ultimate Athlete, The Epoch Times, The Daily Targum
- Radio: WFAN Internship, Sirius NFL Radio Internship, 88.7 WRSU-FM - Rutgers University radio station

Media Recognition

- Heisman Trophy Award voter 2012 - Present
- John R. Wooden Award voter 2011 - Present

Education

Columbia University - School of Professional Studies - New York, NY 8/23
Master of Science: Strategic Communication

Kean University - College of Education - Union, NJ 5/16
Post Baccalaureate Teacher Certification Program

Rutgers University - School of Arts and Sciences - New Brunswick, NJ 5/11
Bachelor of Arts: Journalism and Media Studies and Sociology