

Matthew Aferzon

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EDUCATION

Northeastern University, D'Amore-McKim School of Business

Bachelor of Science in Business Administration and Communication Studies

Concentration in Marketing, Minor in Interaction Design

Relevant Coursework: Marketing Management, Marketing Research, Advertising & Brand Promotion, Corporate Finance,

Business Statistics, Organizational Communication, Design: Process & Practices, Interaction Design, Creative Coding

Boston, MA

2020 - 2024

GPA: 3.7

WORK EXPERIENCE

Goodwin

Assistant, Learning & Professional Development

Boston, MA

January 2025 - Present

- ❖ Manage end-to-end coordination of online learning programs by creating courses/events in LMS, sending invitations, moderating/recording Zoom sessions, and drafting announcement emails for newly published content
- ❖ Manage planning and logistics for professional development workshops, including budgeting, applicant tracking, communications, calendar/travel coordination, venue setup, catering, and content design to ensure seamless execution
- ❖ Design and analyze surveys on SurveyMonkey and Microsoft Forms to track data and inform continuous improvement
- ❖ Design an internal real-time feedback webpage to enable timely, consistent, and actionable feedback across the firm
- ❖ Track and reconcile department budgets and professional staff expenses to support fiscal oversight
- ❖ Oversee firmwide Education Assistance and LinkedIn Learning programs to ensure accurate processing and staff access

AirWorks

Marketing Co-op

Boston, MA

January 2024 - December 2024

- ❖ Designed flyers, infographics, and other marketing assets to inform customers about AirWorks' software solutions
- ❖ Created and scheduled 50+ LinkedIn posts and email campaigns using HubSpot/Apollo to drive brand awareness
- ❖ Built and maintained a company-wide intranet on SharePoint to centralize key resources and improve organization
- ❖ Redesigned the event planning process and Jira board to enable more efficient tracking and execution of tasks
- ❖ Managed registration, shipping, promotion, and additional logistics for 15+ conferences/events to ensure seamless exhibition and enhanced company presence
- ❖ Updated lead lists and CRM databases using Salesforce and HubSpot to improve customer targeting and sales outreach

Amundi US

Marketing Communications Co-op

Boston, MA

January 2023 - June 2023

- ❖ Designed a weekly newsletter on Salesforce to inform marketing and adjacent teams about resources and industry news
- ❖ Created and proofed 60+ flyers and marketing materials to convey fund information to clients and stakeholders
- ❖ Refined raw Excel data to produce weekly fund reports for internal and external distribution via the company website
- ❖ Coordinated 20+ process management projects using Seismic and Workfront to maintain marketing content
- ❖ Researched and pitched a stock to a panel of trading desk managers to inform the firm's investment strategy

Wayfair

Category Management Co-op (Upholstery Team)

Boston, MA

January 2022 - June 2022

- ❖ Redesigned the landing page for Wayfair Custom Upholstery based on consumer and competitor research to make it more user-friendly, resulting in increased engagement and traffic
- ❖ Designed supplier scorecards and decks to highlight strengths and improvements ahead of trade shows and meetings
- ❖ Created weekly, monthly, and ad-hoc reports using Looker, Google Data Studio, and Excel, analyzing product class metrics to ensure alignment with Wayfair's broader offerings
- ❖ Converted 30+ SQL scripts to Google Big Query (GBQ) to prepare for company-wide platform transition
- ❖ Built supplier relations to enable successful negotiations, directly overseeing 3 and working with many others as needed

SKILLS & INTERESTS

Computer Skills: HubSpot, Salesforce, Jira, Canva, Figma, Adobe Photoshop, Adobe Illustrator, HTML/CSS, Apollo, Seismic, Workfront, SurveyMonkey, Qualtrics, Microsoft Excel (VLOOKUP, XLOOKUP, Pivot Tables, Macros), Word, PowerPoint, Outlook, SharePoint, Google Suite, Social Media (LinkedIn, Instagram, Facebook), Processing, LMS, SQL/GBQ, VBA

Certifications: HubSpot Marketing Software, HubSpot: Inbound Marketing, Salesforce Admin Beginner, Bloomberg Market Concepts, Google Digital Garage: Fundamentals of Digital Marketing, ParseHub Web Scraping - Advanced

Languages: Fluent Russian, Conversational Spanish

Interests: UI/UX, Design, Rock Climbing, Obstacle Racing, Thrifting, Screen Printing, Woodworking, Piano, Guitar