

Matthew (Miles) Mattina

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EDUCATION

UNIVERSITY OF CALIFORNIA, LOS ANGELES

Bachelor of Arts in Political Science

Graduated June 2026

- Cumulative GPA: 3.4 / 4.0

EXPERIENCE

County of Lake Public Works Department *Recreation & Brand Marketing Coordinator*

Lakeport, CA
June 2025 – Present

- Established Parks & Recreation as a distinct public brand through a 100-page system spanning identity, voice, and outreach
- Spearheaded the Konocti Climb 5K for 166 racers, leading its brand, website, sponsors, merchandise, and launch logistics
- Built a secure contact database used by department staff, integrating APIs, natural-language search and AI-assisted outreach
- Engaged an 11K+ public audience through original copy, graphics, and video, with individual posts reaching 30K views

Buoy Bird Apparel

Lakeport, CA

Founder and Owner

June 2023 – Present

- Founded Buoy Bird as a recognizable local apparel brand, generating \$12K+ revenue at roughly 50% gross margin
- Oversaw brand and product execution from concept through design, pricing, production, Shopify, inventory, and fulfillment
- Expanded the brand to 2K+ followers and 350K+ views through original storytelling, partnerships, and targeted campaigns
- Launched Cinema by the Shore, drawing 1,500+ attendees across five free events before adoption by the City of Lakeport

Bruin Catalyst Consulting

Los Angeles, CA

Co-Founder & President

February 2024 – June 2026

- Scaled a 40-member consulting organization serving 10+ clients, including KPMG and Space Cadet Brewing Company
- Formulated its mission and culture, then built the visual identity, website, recruiting system, and operating playbook
- Directed up to four concurrent engagements, leading client calls, scopes, teams, deadlines, and actionable deliverables

Disney's Boat Rentals

Lakeport, CA

Boat Technician, Boat Instructor & Office Manager

March 2020 – September 2025

- Redesigned the website and helped launch social channels with original copy, generating 500K+ views and 2K+ followers
- Implemented automated emails that preserved brand voice and standardized communications across the booking cycle
- Analyzed booking data to map customer origins and profiles, sharpening targeting, scheduling, and marketing decisions

BRANDING & CREATIVE LEADERSHIP

South of Sober

Los Angeles, CA

Lead Singer & Band Manager

February 2025 – Present

- Created South of Sober from scratch, shaping its name, positioning, voice, identity, website, content, and launch strategy
- Integrated APIs into a brand intelligence platform to manage standards, vet partnerships, and sharpen creative decisions
- Secured venue opportunities and led promotion across Hotel Ziggy, Bar Lubitsch, Rocco's, UCLA, and the Sunset Strip

The Castel Collective

Los Angeles, CA

Director of Music

September 2024 – June 2025

- Curated two UCLA live showcases for 200-300 attendees, selecting talent, shaping show lineups, and preparing artists
- Managed a 25-member music division, leading weekly programming, artist development, rehearsals, and creative projects
- Coordinated venues, sound, schedules, equipment, and production logistics to deliver two showcases at no direct cost

UCLA The Den Operators

Los Angeles, CA

Social Media Committee

March 2023 – June 2026

- Authored social copy and produced graphics and live content for a 50K+ audience while operating Instagram, X, and TikTok
- Collaborated with UCLA Athletics on student-section campaigns, aligning copy, content, and promotions around live events
- Executed real-time content and promotion in fast-paced game-day settings, adapting to audience response and live conditions

SKILLS

- Microsoft Office, Canva, Google Analytics, Meta Insights, Codex / Claude Code, Illustrator, Photoshop, DaVinci Resolve
- Creative Strategy, Public Affairs, Client & Project Management, Business Development, Digital Strategy, AI Prototyping