

MATTIE WHEELLESS

CONTACT



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EDUCATION

University of North Carolina at Chapel Hill

BA May 2025

GPA: 3.77

Hussman School of Journalism and Media
(Advertising and Public Relations)
Communications (Media Production)

SKILLS

Adobe Premiere Pro

Adobe Photoshop

Microsoft Office

Final Draft Screenwriting

Customer Service

COMMUNITY INVOLVMENT

APPLES Service Learning - Chapel Hill Farmers Market

- Collaborated with a team to develop and implement a two-month social media content calendar
- Revamped and published an enhanced newsletter to engage the community
- Expanded the media list to drive community engagement and increase customer turnout

Nonprofit Animal Shelter - Paw Project

- Organized and led an online fundraiser for an animal shelter
- Volunteered to walk, clean cages, feed, and play with a variety of animals

EXPERIENCE

May 2024 - Present

Dead Mule Club, Bartender

Chapel Hill, NC

- Skillfully craft and serve a variety of cocktails and beverages for 150+ guests per shift, ensuring high-quality service in a fast-paced environment.
- Efficiently handle transactions, maintain a clean and organized bar, and provide a welcoming atmosphere that promotes repeat business.

September 2023 - May 2024

UNC's National Student Advertising Competition, Tide Client

Chapel Hill, NC

- Collaborated with a team of 18 peers to develop a campaign for Tide, focused on increasing cold water washing to 70% of loads by 2040.
- Highlighted the sustainability, cost-saving benefits, and positive environmental impact of cold water washing in the campaign.
- Competed against 10 other colleges, presenting the campaign's innovation and effectiveness to Tide executives.

January 2023 - May 2023

Student AD Creative Course, Halo Top & IKEA Clients

Chapel Hill, NC

- Collaborated with 3 advertising students to edit and design 6 ads using Photoshop, 2 brand activations, and 4 commercials in Premiere Pro.
- Researched 10+ years of past campaigns for Halo Top and IKEA to align with brand missions and target Gen Z.
- Pitched a new uplifting tone for Halo Top and a sarcastic/parody tone for IKEA, both aimed at improving engagement with Gen Z.

September 2022 - January 2023

The Daily Tar Heel, Audience Engagement

Chapel Hill, NC

- Analyzed 2 articles weekly to determine trends and reader engagement for DTH's website and newspaper.
- Wrote 6 captions for articles across DTH's social media platforms (Facebook, Twitter, Instagram), increasing engagement by 15%.

May 2022 - August 2023

Duplin Winery, Server

Rose Hill, NC

- Maintained knowledge of 40+ wines, ensuring consistent high-quality service and product knowledge to enhance customer experience.
- Hosted, greeted, and seated approximately 150 customers per shift at Duplin Winery, adhering to high standards of Southern hospitality.

August 2021 - May 2022

Granville Towers Residence Hall Association, Treasurer

Chapel Hill, NC

- Managed 5 digit budget maintaining proper spending and accounting procedures with weekly forms and prompt submissions to UNC Finance Department
- Organized and executed 12 events, including a carnival, casino night, and mental health awareness programs, reaching 500+ students.