

MATTIE WHEELLESS

Recent UNC-Chapel Hill graduate passionate about storytelling and television production, with experience in media production, audience engagement, and creative collaboration.

CONTACT

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SKILLS

Media & Storytelling: Copywriting, Scriptwriting, Social Media Strategy, Media Planning, Audience Engagement

Software: Adobe Premiere Pro, CapCut, Photoshop, Final Draft, Microsoft Office, Canva

Additional Skills: Community Outreach & Engagement, Customer Service, Multitasking, Budget Management

EDUCATION

University of North Carolina at Chapel Hill

Bachelor of Arts, May 2025

Majors: Hussman School of Journalism and Media (Advertising and Public Relations)
Communications (Media Production)
GPA: 3.77

COMMUNITY INVOLVEMENT

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

August 2025 - Present

Full-Time Nanny / Household Manager

Rose Hill, NC

- Provide full-time care for an infant (3 months to present), adapting daily routines to support developmental milestones and evolving needs.
- Manage household logistics, including meal planning, grocery coordination, and daily organization, to maintain efficient operations.
- Exercise calm judgment and problem-solving in fast-paced, high-responsibility situations requiring flexibility and clear communication.

May 2024 - July 2025

Dead Mule Club, Bartender

Chapel Hill, NC

- Deliver high-quality, fast-paced customer service to 150+ guests per shift in a high-volume college bar.
- Cultivate a welcoming, engaging atmosphere while adapting to unpredictable, high-pressure situations.

September 2023 - May 2024

UNC's National Student Advertising Competition, Tide Client

Chapel Hill, NC

- Collaborated on national campaign strategy and media planning for Tide, focused on behavior change around cold water washing. Supported platform and audience research, messaging development, and presentation strategy to Tide executives.
- Developed data-informed messaging emphasizing sustainability and cost savings to shift audience behavior, aligning with Gen Z values and performance marketing strategy.
- 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

- Developed creative concepts and copy for 6 print ads, 2 brand activations, and 4 commercials as part of a client-facing team, using Photoshop and Premiere Pro for execution.
- Led tone and messaging strategy based on research of 10+ years of past campaigns, developing an uplifting approach for Halo Top and a sarcastic/parody voice for IKEA to drive Gen Z engagement.
- Collaborated with 3 team members to manage creative production timelines and deliver campaign materials that aligned with brand missions and target audience insights.

September 2022 - January 2023

The Daily Tar Heel, Audience Engagement

Chapel Hill, NC

- Managed multi-platform social content (Instagram, X, Facebook), increasing engagement by 15% by tailoring messaging and timing to audience insights.
- Analyzed 2 articles weekly to determine trends and reader engagement for the DTH's website and newspaper.
- Coordinated content publishing schedules and monitored performance metrics.

August 2021 - May 2022

Granville Towers Residence Hall Association, Treasurer

Chapel Hill, NC

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