

Matthew Serafin

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Education

University of Mary Washington

Bachelor of Science in Marketing, Minor in Entrepreneurship
NCAA Division III Men's Lacrosse
GPA: 3.6 | Dean's List
Honor societies: Sigma Nu Tau; Chi Alpha Sigma; Mortar Board

Fredericksburg, VA

2023 - Expected May 2027

Experience

ROR Partners

Remote

Solutions Engineering / Media Operations Intern

Jun 2026 - Present

- Built a paid-media pacing dashboard prototype in Retool and Airtable, then documented it for handoff to Data Engineering.
- Reviewed roughly 30 Segment client sources for rejected events and errors at advertising destinations.
- Audited website conversion tracking before a client launch and identified a Meta Pixel recording free bookings as paid purchases.
- Wrote eight client explainers on audience data, event tracking, attribution, and related reporting concepts, plus a Snowflake and Hightouch onboarding guide.
- Reauthorized three Hightouch Google Ads destinations, including one test destination, and verified sync results.

University of Mary Washington Men's Lacrosse

Fredericksburg, VA

Marketing & Networking Intern

Aug 2026 - Present

- Manage LinkedIn and Instagram content and help relaunch the program's LinkedIn presence and alumni network.
- Grew the lacrosse alumni LinkedIn group 883%, from 12 to 118 members, through outreach.

Carlisle Events

Carlisle, PA

Social Media Marketing & Event Management Intern

May 2025 - Aug 2025

- Supported five automotive events, including Chrysler's centennial show with 3,201 registered cars and Corvettes at Carlisle, the world's largest all-Corvette show.
- Scheduled social posts and tracked sponsorship analytics for Carlisle Events, whose social accounts total approximately 343,000 combined followers.
- Supported vendor coordination, hospitality, shipping, setup, and teardown.

Skills and Training

Tools: Retool, Airtable, Snowflake, Hightouch, Segment, Google Tag Manager, Google Analytics 4 (GA4), Meta Ads, The Trade Desk

Additional tools: Excel, Google Sheets | SQL

Selected credentials: Google Analytics Certification; Meta Marketing Analytics Foundation

Leadership and Interests

- Mortar Board President
- Student-Athlete Advisory Committee (SAAC) Executive Board, Blue Crew Chair
- Hiking and camping; skiing; photography; country music and live concerts