

# MATTHEW J. FOGLE

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## SUMMARY

I worked in the media and communications field for nearly 20 years and have since enjoyed some work in the fitness, worship, and student ministry fields. My desire is to work hard in an upbeat atmosphere where everyone works hard and enjoys their career. I strive to display characteristics of a faithful follower of Jesus Christ, and I hope to use any gifts that God has given me to help the flow of a dynamic work environment, share information to motivate co-workers and others, and sow seeds of encouragement to everyone with whom I come into contact.

## EDUCATION



**Bellarmine University** (Louisville, KY)

Bachelor of Arts Degree in Communication (May 2004)

Major: Communication | Graduated with Magna Cum Laude honors (3.64 GPA)



**St. Catharine College** (St. Catharine, KY)

Associates in Arts Degree in General Studies (May 2002)

Major: General Studies | Graduated with Highest Distinction (4.0 GPA) | Phi Theta Kappa



**National Academy of Sports Medicine (NASM)**

Certified Personal Trainer (CPT)

Certify Date: December 14, 2017

Fitness Nutrition Specialist (FNS)

Certify Date: July 7, 2018

## KEY SKILLS

- Building and maintaining positive relationships with contacts
- Portraying an enjoyable and uplifting personality 24/7/365
- Broadcasting (TV, Radio, Internet)
- Self-Marketing and Business Marketing
- Stage hosting (emcee) and voice-over work
- Composing news and promotional stories, features, press releases, commercials, and PSA's
- Shooting and editing digital photography and video (Adobe Photoshop, Adobe Premiere)
- Creating useful content for social media (Facebook, YouTube)
- Editing audio on digital platforms (Cakewalk, Digidesign, Adobe Audition, Audacity)
- Managing productions: concerts, events, speeches, prayer/religious services
- Website creation and editing (WordPress, Weebly, CSS, HTML, PHP)
- Social media promotion (Facebook/Twitter/Instagram)

## EXPERIENCE

### Fitness Spark Plug (Jacksonville, FL)

Creator & Owner | 2018 – Present

- Developing, along with a third-party, the health & fitness app “1 Workout 4 Life”
- Coordinating U.S. Trademark document filing on three (3) separate classifications
- Writing the software product tutorial along with supplemental articles on nutrition and lifestyle
- Programming the fitness routine and flow of the workout splits
- Implementing Yoast Premium SEO for web search engine optimization
- Designing the product logo and selecting/editing/formatting useful stock art and vectors

### PLG-TV 13 / KY Standard (Bardstown, KY)

Anchor / Multi-Media Journalist | July 2013 - 2017

- Writing and reporting news content for 5-day-a-week newscast
- Shooting and editing videos and photos for TV, online, and print publication
- Analyzing my own work, driven by motivation for positive audience rapport and daily deadlines
- Assuring accuracy and objectivity while attracting a wider audience demographic
- Increasing social media presence, up from 350 Facebook “Likes” upon hire to over 8,000
- Integrating multiple new ideas for growing viewership, such as more community involvement
- Portraying the face and voice of marketing for the cable TV operation

### 1320 AM / 97.1 FM WBRT (Bardstown, KY)

Program Director / Traffic Director / On-Air Talent | 1998 - 2013

- Operating radio console starting at the age of 15
- Entertaining as full-time disc jockey
- Gathering and voicing daily news and weather casts
- Directing daily commercial insertion and monthly billing as Traffic Director
- Hosting basketball play-by-play, coaches' shows, and various call-in programs
- Integrating marketing plans online by studying growing audience numbers/demographics

## REFERENCES

#### Dr. Winson Butler

Pastor, Dinsmore Baptist Church (Jax, FL)  
Cell Phone: 904-534-4724

#### Jennifer Massey

(Former) Store Manager, Hope’s Closet  
Cell Phone: 904-349-2154

#### John White

Production Manager, PLG-TV (Bardstown, KY)  
Email: [jwhite@plgtv.com](mailto:jwhite@plgtv.com)  
Cell Phone: 502-640-8871

#### Brandon Humphries

Life Safety Designs (Jacksonville, FL)  
Cell Phone: 904-314-9434

## VIEW MORE...

Watch videos in which I have appeared, learn more about my software app, view my media columns/writings, and read testimonials at

[www.MatthewFogle.com](http://www.MatthewFogle.com)