

## Matthew Schneider

Public Relations  
Class of 2014



*By Vincent Treas*

Matthew Schneider began his college journey at Fresno State in 2008. When he started he had no idea what he wanted to major in. For the first few semesters at Fresno State his major was undeclared. While trying to figure out his major and what career path he would like to take after college, he created a music blog. His music blog was called Wobble Beats, and it was an outlet for him to express his creative side. It allowed him to share new music with others who enjoyed the same genres as he did from EDM to indie rock. Through his music blog he was also able to cover various music festivals.

Since Schneider enjoyed the business side of his music blog, such as collaborating with various artists and people in the music industry, he decided to become a business major. At first he enjoyed being a business major but then realized it wasn't for him. He then had a meeting with Prof.

Roberta Asahina, and during that meeting she introduced him to what mass communication and journalism is and suggested he enroll in her advertising class. He quickly liked being in her class, and enjoyed the creativity in advertising. He liked meeting and talking to other students who were also MCJ majors and he also liked the MCJ professors he had and enjoyed their teaching methods. While being enrolled in several other MCJ classes he realized that becoming an MCJ major would be what's best for him.

Around this time he became a staff member at The Collegian. While at The Collegian he became their special projects manager, then later a sales representative, and then general sales manager. In the spring of 2014 he graduated from Fresno State with a bachelor's degree in mass communication and journalism with an emphasis in public relations. Schneider is now working as a software specialist at MindBody which is a company that creates business management software. The company creates scheduling software for business management for wellness centers, yoga gyms, and other health and wellness companies. MindBody is located in San Luis Obispo, so whenever Schneider has free time he enjoys going to the beach to relax. He enjoys his job there, and hopes to continue his career as a software specialist.