**MATT STANFORD**

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**EXPERIENCE**

**Content Strategy Manager**

*Gold Eagle Co. – Chicago, IL* December 2019-present

* Manage team of 4-6 photographers, editors, and graphic designers to support content production for brands STA-BIL®,

303® Products, TriNova®, Hot Shot’s Secret®, and private brands opportunities

* Write & produce content for brands in the automotive, marine, outdoor power equipment, and household cleaner verticals
  + Includes TV commercials, documentaries, digital & social ads, product education, print ads, radio ads, organic social content, still photography, Amazon A+ content, YouTube original content, catalogs, website redesign, etc.
* Manage $100,000 annual budget for content creation
* Still photographer for product and lifestyle imagery
  + Captured 90% of still photographs for all brands starting in 2019

**Promotions Producer**

*CBS Chicago – Chicago, IL* January 2019-December 2019

* Produce and edit video assets to promote CBS Chicago on all platforms
* Develop and implement digital marketing strategy to create awareness for both station and individual stories
* Pitch creative for both individual stories and station image campaign ideas
* Schedule remote shoots with talent, crew, and third party partners

**Supervising Producer**

*Stadium/Campus Insiders/ACC Digital Network – Chicago, IL* September 2015-January 2019

* Manage a team of producers and editors based in Chicago and Charlotte, NC
* Coordinate with editorial team to strategically create content promoting audience growth
* Decipher Google Analytics and Facebook metrics to develop content plans
* Coordinate with collegiate conference partners (ACC, WCC, Big 12, PL, C-USA) to create shared digital content
* Use WordPress CMS to publish and edit content
* May 2017 company MVP for integration of ACCDN (Charlotte) product into Chicago studio workflow.

**Sr. Producer**

*TouchVision & CBS Decades- Chicago, IL* January 2013- September 2015

* Supervise a team of producers, editors, and motion designers
* Develop editorial and content calendar alongside Managing Editor
* Manage daily production of up to 36 pieces of video content per shift
* Write and produce short documentary-style stories on American history
* Set up and direct remote location shoots
* Interview historical figures (Jim Lovell, Carlotta Walls-LaNier, etc.) and other experts in their fields

**SKILLS**

* Project Management (Asana, Monday, Basecamp)
* Video Editing (Adobe Premiere Pro, Avid, Final Cut Pro, Grass Valley Edius, Sony XPRI)
* Adobe Creative Suite (After Effects, Lightroom, Photoshop)
* Avid iNews
* Microsoft Office Suite
* WordPress CMS

**EDUCATION**

**Edward R. Murrow School of Communication - Washington State University** August 2003-May 2007

Bachelor of Arts, Communication and Broadcast Production