

MATT DONALDSON

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VIDEO PRODUCER

Forging Visual Media from Client Need and Audience Desire

Comprehensive background in professional video production that includes editorial and motion design, color correction, and video compression, as well as production planning and videography. Goal-driven leader recognized for broad technical experience. Approachable, enthusiastic collaborator with excellent cross-functional communication skills.

Motion Graphics | Video Editing | Audio Mixing | Videography

Studio Construction | Storage and Process Design | Social Media | Brand Management

PROFESSIONAL EXPERIENCE

FREELANCE, Austin TX

2018 – Present

Video Producer

I provide premium video production and post-production to corporate clients, including IBM, Hewlett-Packard Enterprise, Whole Foods, and PBS Digital.

AMD, Austin, TX

2011 – 2018

Post Production Specialist

Produced, edited, and finished live action and motion graphics-based projects for marketing department. Consulted on new hires, studio infrastructure, and provided on-set assistance during shoots that included setting up lights and other gear.

- Consulted actively with multiple stakeholders, converting complex concepts into engaging content while ensuring compliance with client preferences and legal obligations for each project.
- Partnered with AMD brand managers, adapting brand guidelines for proper representation of motion design needs.
- Worked independently and collaborated with 20-person team, coordinating unified cross-media promotional materials, creating consistent brand look and reducing overall churn / redundancy.
- Arranged event coverage, coordinating crew, planning shoots, and conducting interviews for fast content turnaround, maintaining active and relevant online presence, and generating product launch excitement.
- Designed .5+ petabyte archival hierarchies project, improving studio file organization, separating project files, captures, render files, and deliverables, allowing for easier retrieval, and determination of value.
- Pioneered innovative social media strategy/content, targeting AMD's audience for use on corporate YouTube, Facebook, Twitter, and Instagram accounts, creating GIFs from video shared online, initiating incoming GIF requests from online marketing/social media team.

FREELANCE, Austin TX

2010 – 2011

Video Producer

Walked clients through video production that included scripting, scheduling, and budgeting. Edited and finished content for delivery. Clients included University of Texas, Flow Nonfiction, and Seton Medical Center.

- Supervised and assisted video production team to capture premium footage, creating high quality content.

CARVE EDITORIAL, Austin, TX**2010 – 2011****Assistant Editor**

Partnered with project editor to generate narratives through use of Avid Media Composer. Clients included Popeye's Chicken, Enviromedia, and AT&T.

- Prepared offline material for online processing, monitoring process.
- Liaised between stakeholders and colleagues, ensuring on-time deadlines.

808 INC., Houston, TX**2007 – 2009****Assistant Editor**

Edited content for broadcast and internal corporate use that included work for Jiffy Lube, HP, United Way, and Star Furniture.

- Arranged footage in Final Cut Pro for emotional and comedic impact.
- Animated material in After Effects, preparing for timely delivery.
- Developed cutting edge workflows around new RED camera, smoothing process of ingest and export in demanding, high-resolution environments.

TECHNICAL SKILLS**Platforms:** Mac, Windows**Software:** Premiere, AVID, Final Cut Pro, After Effects, Cinema 4D, DaVinci, Photoshop, Illustrator, Audition, Trapcode Suite, Element 3D, Cinema 4D, Blender, Unity, MS Office**EDUCATION****Bachelor of Science (BS)**, Digital Media Production, Art Institute of Portland, Portland, OR**Bachelor of Arts (BA)**, Psychology, Reed College, Portland, OR**AWARDS**

AMD Brand Team Award, 2013

AMD Unsung Heroes Award, 2013

Winner, Small Changes, Intelligent Use of Water Film Competition, 2009

Best Narrative, Love by Numbers: A Brief and Scientific Heartache, 10 or Less Fest, 2006