

Matthew Knight

Video Editor/Marketing Specialist

Visual story teller with 3+ years in video production and photography. Exceptional skill in copy-writing, scripting, post production editing, and trained in creative marketing strategies. Over 180 subscribers with more than 28 thousand views and 2 thousand hours of watch time on personal YouTube Channel since starting in 2017 with a clear upward trend for the future.

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QUALIFICATIONS/EXPERIENCE

Producer Sparklight Advertising

04/2019 – Present

Biloxi, MS

Responsibilities

- Work closely with sales personnel and clients to create the right video and online advertisement business solutions, serving as their creative advisor
- Compose and edit scripts
- Create and edit video and graphic projects
- Review and discuss all production-related fees with clients to gain approval prior to production
- Present clients and sales personnel with completed projects for review and approval
- Communicate with clients and account executives throughout the creative process
- Create bids for creative services for client review and acceptance following Production and Sales Manager guidelines
- Perform all facets of production from pre-production to post-production
- Monitor post-production processes in order to ensure accurate completion of all details

Commercial Producer/Marketing Lead WHLT22

03/2018 – 04/2019

Hattiesburg, MS

Responsibilities

- Independently produced all Pinebelt area commercials, sponsored promotions, and charity projects
- Performed all facets of production from pre-production to post-production
- Managed WHLT Facebook page by engaging current station followers and recruited new followers through creative marketing strategies such as contests, Facebook live, and generating posts that encourage audience interaction
- Created web graphics for sponsors on the WHLT webpage
- Created Marketing materials for upcoming stories and events
- Managed Creative Services equipment and recommended new products
- Created new and lasting relationships with businesses and organizations to create superior products and ensure repeat business
- Coordinated with Sales Department and News Team to ensure station products and promotional materials were completed on time, on budget, and exceed client standards

SKILLS

Adobe Creative Suite (Premiere, Photoshop, Illustrator, After Effects)

Commercial/Film Production

Studio/Field Lighting

Social Media Platform Management

Copy-writing

Multitasking

Web Design/Layouts

Archiving

Linear & Non-linear editing

Time Management

Photography/Photo Editing

Color Correction

Advanced Cinematography

Microsoft Office

ORGANIZATIONS

Board Member of United Way of Southeast Mississippi
(06/2017 – Present)

- Attend monthly meetings to discuss plans for the non-profit organization
- Act as Organizations media lead through film & photography

EDUCATION

Bachelor of Arts in Media Production
The University of Southern Mississippi

01/2015 – 12/2016

Minor: Marketing

PORTFOLIO LINK

matthewdknight93.wixsite.com/mediaspecialist