

MICHAEL C. MATHEWS

2 Hialeah Drive, Ocala, FL 34482 | 813.601.0059 | MMathews77@icloud.com

Accomplished Brand Marketer | Project Manager | High-End Media Producer

*Marketing Strategy, Management & Sales | Comprehensive Web Design | Video Creation | Print Design
Online Marketing, SEO, and PPC | Management Consulting | Training & Education | Staffing*

Highly creative brand marketer specializing in developing complete, specific, and aggressive marketing strategies that produce measurable results. An accomplished and proven leader, communicator, innovator, trainer, and collateral creator (web, graphics, video, and print) who excels at inspiring the best of his team in order to exceed expectations ahead of schedule. An expert in communicating with both management and clients to convert ideas and strategies into project directives, and who has the ability to ramp up quickly with new technologies. Accomplished professional at engaging, motivating, and informing audiences.

CORE COMPETENCIES

- Marketing Strategy & Implementation
 - Professional Audio/Video Production
 - High-End Web & Graphic Design
 - Media Layout and Content Writing
 - Project/Team Management
 - SEO and Social Media Marketing
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PROFESSIONAL EXPERIENCE

2011 – Present

THEATREWORLD BACKDROPS, LLC | Creative Director | Marketing Director | Founder

- Created, implemented, and managed marketing and brand strategy, market penetration, and presence growing from startup to top 3 firms in the nation in 3 years achieving average of 660% annual growth;
- Created web sites and managed entire web and social media presence for TheatreWorldBackdrops.com and StudioWorldBackdrops.com;
- Video scripting, production, and editing creating numerous product videos for immediate web deployment (Avid Media Composer, Final Cut, After Effects, Pro Tools, and more);
- Designed over 600 Broadway-quality theatrical backdrops while maintaining detailed production schedules with strict adherence to deadlines;
- Worked directly with wide client base from schools and theatrical organizations to Hollywood networks, International brands, and Fortune 500's.

2007 – 2011

MATHEWS MEDIA AND MARKETING, INC. | Independent Marketing Director and Media Producer

- Engaged as ongoing, need-based strategic marketing and sales director for several select companies and private individuals;
- Worked with leadership to define and focus on finite sales and marketing outcomes and developed specific, targeted, and measurable plans to achieve and exceed those goals;
- Representative Client list includes Fortune 500 Companies, Disney, NFL Films, major hotels and resorts, petroleum industry customers, independent television show producers, automotive product companies, Broadway stars, entertainment companies and producers, lawyers, and high-end wedding and event clientele;
- Maintained detailed production schedules with strict adherence to deadlines;
- Produced numerous high-end web site, graphic, print, and video projects for customers.

1996 - 2007

RESOURCE ACQUISITION & MANAGEMENT SERVICES, INC. | Marketing & Creative Coordinator

- Family business. Started 1994; Sold 2007.
- Responsible for developing, creating, and implementing all print marketing materials to include folders, brochures, tear sheets, postcards, and more;
- Responsible for corporate, industrial and training video creation, including scripting, filming, animation, audio, editing, and delivery (DVD and web);
- Responsible for planning, design, and implementation of a full audio and video production facility, including Avid Media Composer and ProTools systems;
- Assisted in the development, installation, and troubleshooting of State-wide computer network of 25 office locations.

1996 - 2000

J. L. RITTER PRODUCTIONS / RISE UP / Q105 WRBQ RADIO

Producer / Audio Engineer / On-Air Talent

- Producer, engineer, and audio editor for country's largest nationally-syndicated weekly Christian-Country radio show, RISE UP with John Ritter;
- Personally responsible for marketing and syndicating RISE UP from initially a Tampa Bay only market to nationwide;
- Operated 24-Track digital ProTools audio recording studio;
- On-Air radio host on Q105 WRBQ country radio.

TECHNICAL EXPERTISE & PROFICIENCIES

- Strong understanding of HTML, CSS, Search Engine Optimization, Marketing Automation (Marketo, HubSpot, etc.) eCommerce, Adobe Creative Suite CS6 (Photoshop, Illustrator, InDesign, Flash, DreamWeaver, Audition, Lightroom, etc.);
- Advanced video production skills and experience with Avid Media Composer, Final Cut, Boris Effects Family (Red, Effects, Graffiti), Adobe After Effects, Zaxwerks Pro Animator, Digital Juice products (Editor's Toolkits, Jump Backs, Juice Drops, Motion Design Elements, StackTraxx and Music Libraries);
- Advanced audio production, recording, and engineering skills and experience with Digidesign ProTools;
- Owner of a personal A/V Production Studio including Avid Media Composer, Final Cut, After Effects, Digidesign ProTools, multiple Sony Digital Cameras, full Digital Juice library, and all aforementioned software and plug-ins;
- Strong proficiency in all standard computer platforms including PC and Mac, as well as all standard applications including Microsoft Office.

EDUCATION

1996 - 2002

UNIVERSITY OF TAMPA

- ***Bachelor of Arts in Communications, 2000;***
- ***Pursued second Bachelors of Arts in Musical Theatre, 2002***

References and personal achievements list available upon request.