

Matthew Wardenaar

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PROFESSIONAL PROFILE

- **4 years broad-based production experience - blend of creativity and business savvy.**
- **Known for exhibiting grace in difficult situations and translating that into production workflows.**
- **Full life cycle experience, from pre-production planning all the way to post-production.**

I've gained skills producing and directing media projects with a production company & agency over the last four years. I have a passion for media/film and keep abreast of new developments in the industry by constantly updating my skills through research and practice. I also continued my academic career in business and received an MBA from Cal State Long Beach to integrate a professional business approach to my art. This experience has given me the hands-on experience in both the business and creative sides of digital media.

EDUCATION & TECHNICAL SKILLS

California State University of Long Beach — **M.B.A. Marketing and Business Strategy, 2009**

University of California at Riverside — **B.S. Business Finance and Marketing, 2006**

Programs: Microsoft Office Suite, Project, OmniGraffle, OmniPlanner, SPSS, Windows & OSX

Video: Final Cut Pro, Adobe After Effects, Premiere, Avid, DVD Studio Pro, Color, Compressor, & Motion

Graphics: Photoshop, Illustrator, Flash, Dreamweaver, Indesign & Lightroom

Audio: Soundbooth & Soundtrack pro

AREAS OF EXPERTISE

- Project Management
- Budget Management
- Motion Graphics
- Web Development
- Camera Work & Lighting
- Video Compression & DVD Authoring
- Concept Development
- Video & Audio Editing
- Relationship Building

PROFESSIONAL EXPERIENCE

MULTIMEDIA PRODUCER, 65MEDIA.COM

65 MEDIA, MARINA DEL REY, CA. NOV. 2008 - PRESENT

65 Media is an interactive agency specializing in marketing campaigns for the entertainment and consumer product industries. Primary responsibilities included scheduling and coordination of projects, through all phases, including the initial conceptual stages through to final delivery and maintenance. Managing a staff of internal designers, developers, and external resources. Served as the daily client contact, and solely responsible for ensuring client satisfaction while continually building upon the client/vendor relationship. Also, in charge of video and photo production.

Selected production accomplishments:

- Management of studio projects for Warner Brothers, Universal, SEGA, and George Lopez. Project sizes ranged from \$100k to \$400k +.
- Producer for 'Land of the Lost' theatrical web site and web marketing, awarded FWA site of day.
- Managed client and internal expectations of Warner Brothers Tweety and Iron Man 2 video game.
- Photographer for Jim Carrey's and George Lopez's personal sites.

MULTIMEDIA DIRECTOR/PRODUCER

FUTURE SOLUTIONS INC., IRVINE, CA JULY 2006 - OCT. 2008

Managed all aspects of this multimedia company whose clients included TV networks, major corporations and advertising agencies. Served as New Media Director and Producer in addition to overseeing all projects, supervising production crews, managing client relationships, and filming/editing projects. Clients include Botox, AIG, Mazda, Oakley, Sony, and major advertising agencies.

Selected production accomplishments:

- Saved company \$200,000 and drove up productivity by “in-housing” production, proposing and receiving funding for five new employees, motivating and training existing staff into creative specialists, and assuming full production responsibility for all media projects.
- Head of production for Mazda Motors & Kia Motors interactive press releases in 2006 - 2008. Managed a creative team and designed the interfaces; Shot stock photograph cover art for Kia’s LA Auto Show. Handled both direction and production, delivering 7 high-quality press pieces with projects continuing.
- Developed marketing materials through use of video for Sony DADC. Video was for an emerging technology and resulted in a business partnership.
- Served as Lead Photographer and produced videos on nationally distributed print pieces and website for Q-logic Corporation. Also trained staff on editing and producing for corporate podcasts.

Selected marketing/business development successes:

- Built repeat and referral-based business that has resulted in revenue growth of at least 30% every year since 2006. Earned reputation for always being able to deliver, even at the last minute.
- Developed marketing collateral and initiatives which supported sales staff and simplified pricing.

FREELANCE VIDEO PRODUCTION & PHOTOGRAPHY

TIME AND ACTION PRODUCTIONS LLC., UPLAND, CA 2002 - PRESENT

Started the company to work on part-time while studying for my degree. Initially used to gain freelance video editing jobs and evolved into full service video production and photographic services. Through working free lance learned lighting, scene set-up, audio recording, camera work and editing. Samples of work can be viewed at www.timeandactionproductions.com

KEY PRODUCTION ASSISTANT & GAFFER

UNIVERSITY OF CALIFORNIA RIVERSIDE, CA 2005 - 2006

FINANCIAL REPRESENTATIVE

NORTHWESTERN MUTUAL NEWPORT BEACH, CA 2005 - 2006

FINANCIAL EXECUTIVE INTERN

CITICORP/CITI BANK RIVERSIDE, CA 2005 - 2006

SELECTED CREDITS & HONORS

Winner: 1st place at LA Vignette Film Festival, Producer/DP - 2009

Winner: FWA Site of the day award for “Land of the Lost” website - 2009

Dean’s List: Winter Quarter 2006, and MBA Fall 2008

Winner: Best Film and best Cinematography at UCR Film Festival, Producer/Editor - 2004

Sigma Phi Epsilon Fraternity - Founding Father, 1st President and Ruck Scholar - 2004

Winner: 2nd place at USC Ed Wood Film Festival, Producer - 2003

REFERENCES

Evan Matthews

Associate Producer, Mark Burnett Productions
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Geoff Campbell

VP Strategic Business Development, Sony DADC
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