

Matthew Wardenaar

New Media Director/Producer

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TEL 949.463.6613

PROFESSIONAL PROFILE

- **6 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 editing.**

I have gained skills producing and directing media projects with a production company over the last two years. There I managed a creative team, while working to produce a variety of promotional videos and new media projects for corporate and free-lance clients. I have also continued my academic career in business by pursuing an MBA at 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 new media/video production.

AREAS OF EXPERTISE

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

INTERACTIVE 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.

- Management of high profile, high quality projects and clients.
- Great people skills with the ability to work in a creative & positive manner, in a collaborative environment.
- Grace under pressure with proven ability to manage client and internal expectations.
- Ability to skillfully manage multiple projects from concept to launch.
- Rounded understanding of Flash, HTML, Photoshop, and related technologies.
- Strong attention to detail and very strong organizational skills.
- Ability to take initiative, motivate others, and solve problems creatively.
- Excellent oral and written communication skills.
- Project management experience in Interactive Media with experience in entertainment, advertising, and design industry.

NEW MEDIA DIRECTOR/PRODUCER

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

Manage all aspects of this production company whose clients include 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: 2nd place at USC Ed Wood Film Festival, Producer - 2003

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

Hurley Spec Commercial, University of Pepperdine M.B.A. program, Producer/Editor - 2006

Dean’s List: Winter Quarter 2006, and MBA Fall 2007

EDUCATION & TECHNICAL SKILLS

California State University of Long Beach — **M.B.A. Evening Program, expected May 2009**

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

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

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

Audio: Soundbooth & Soundtrack pro

REFERENCES

Evan Matthews

Associate Producer, Mark Burnett Productions
760-832-5397
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Eric Matthews

Executive Assistant, Gary Sinise CSI: NY
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