

Matt Maher

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Employment **Director, Content Production** **July 2015—Present**
Initiative

- Lead production teams in New York, Los Angeles and Chicago, overseeing scriptwriting, filming, directing and editing of content for both client and internal needs.
- Conceptualize, direct and produce content marketing campaigns for Initiative's portfolio of clients, including Charles Schwab, Kia Motors and Unilever.
- Collaborate with senior leadership team to develop strategies for winning new business.
- Foster client relationships and consult on various projects to creatively solve business problems.
- Strategize with IPG's Media Lab to identify emerging companies and technologies for partnership opportunities with clients.

Social Media Manager & Content Producer **March 2013—July 2015**
Initiative

- Managed all of Initiative's internal production needs, including filming, directing and editing content for client pitches and corporate communications.
- Created content for Facebook, Twitter, Vine, Instagram and Youtube accounts.
- Spearheaded Initiative's social communities, as well as assisted Universal McCann and IPG Mediabrands in their social efforts.
- Led production for Initiative's worldwide brand relaunch with Global CEO.
- Recipient of Yahoo Young Media Star award.

Director of Marketing **October 2009—March 2013**
ProSwing Athletic Training Center

- Produced bi-weekly instructional videos having accrued over 4.8 million views to date.
- Drove growth of web traffic, which saw a 775% increase in monthly unique visitors.
- Established new sources of revenue through YouTube partnership as well as on-site and digital sponsorship opportunities.
- Negotiated advertising buys and sold available inventory for both print and digital.

Freelance Production and Design **May 2009—March 2013**

- Created websites and developed social media strategies for small businesses and local school districts in Westchester County, NY.
- Produced TV spots and promotional videos for corporate, government, and education clients.

Technology Skills

- Proficient in Adobe Photoshop, Premiere, After Effects, Dreamweaver, Final Cut Pro 6/7/X, Motion 5, Compressor, HTML, Microsoft Office Suite, and Mac OS.
- Working knowledge of Flash, Illustrator, InDesign, Logic, XCode, HTML5, and CSS3.

Education **Fairleigh Dickinson University (Teaneck, NJ)** **September 2005—May 2009**

- B.A. Communications, Minor in Marketing.

Personal Interests

- Film - Winner of the Campus Movie Festival: Best Drama (2009).
- Music - Piano & vocals for Minutes Like Ours; album available now on Spotify.
- Baseball - NCAA Division I Baseball; ESPN The Magazine Academic All-American (2009).