

# MATTHEW T. PENKALA

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## LINKS

- <https://matthewpenkala.com/>
- <https://matthewpenkala.com/about-me>
- <https://matthewpenkala.com/projects>

## PROFESSIONAL SUMMARY

For as long as I can remember, I was captivated by the entire spectacle of film production and visual effects and found myself fascinated by all of the graphics, lighting, and sound. Many years ago, I started volunteering & shadowing a few video production veterans at Bayside Church in Northern California (the fastest-growing church nationwide in 2019). That relationship later led to paid contract work directing the entire video production staff in a pro-control studio for intricate special events with thousands of people "attending," both on-campus and through online streaming. We had strict performance standards but enjoyed the support and constructive feedback we received from one another. It was through this process that I discovered and honed my communication and leadership skills. I'm presently self-employed with most intermittent contracts from corporate enterprises such as BlackBerry, Blue Yonder, and SAP (albeit, digitally and remotely). I am a highly motivated and development-oriented person who enjoys problem-solving with a hands-on attitude. Attention to detail and specifics has always been a crucial part of any role that I have completed. Ensuring the efficient and effective delivery of quality products and services is a matter of personal and professional pride.

*I'm currently seeking a position where I can apply my demonstrated teamwork, and interpersonal problem-solving skills.*

## SKILLS

- Adobe Creative Cloud (AE, PR, PS, ME, AI)
- Technical & Visual Production (live IMAG/DISTRO/WEB camera switching)
- Event/Conference Brand Design Identity (still and/or motion graphics)
- Creative Live & Post Video Production (remote and/or on-location)
- Video GFX Style Guidance, Leadership/Management, & Deadline-Punctuality for Subordinate Project-Specific Independent Contractors/Hires

## WORK HISTORY

**LEAD TECHNICAL DIRECTOR / ASST. MOTION GFX** 04/2016 to 08/2019  
**Bayside Church**, Granite Bay, CA

- I worked closely with managers to provide effective assistance for specific aspects of creative operation.
- I was responsible for planning (logistically and visually) the production of Bayside Student's Awards Show (years 2017 and 2018 — the year 2018 I was given many more responsibilities) alongside industry veterans. I created various graphics that were played on screen in addition to a huge LED wall center stage. Also, I switched video during the actual live event which was broadcasted in-house (IMAG) and also recorded as a separate

webstream. (<http://bit.ly/tas-bayside>)

- Working alongside industry-professional, visual director Shane Skaggs, we switched live video for various Christmas shows (years 2017 and 2018 — the year 2018 I was given many more responsibilities) which features special guests such as Brian King Joseph, Justin Flom, Recycled Orchestra, The Silhouettes, and many others. (<http://bit.ly/baysidechristmas>)
- I was approached by Jake Floch (Bayside's Senior Video Director), to produce engaging and high-energy, yet minimalistic lyric videos for Breakaway 2018 (a youth event for kids to experience Christ for their first time in an exciting, and attention-grabbing way). To accomplish this, I pulled many all-nighters, teaching myself Adobe After Effects. My final creation far surpassed the staff's expectations and amazed other departments who took notice of my creative determination and biblical commitment. (<http://bit.ly/breakawaylyrics>)
- Youth leader of Bayside Church, Andrea Watson, requested a full motion graphics package, produced for an upcoming youth event "Let's Talk". The necessary graphics included an animated, dynamic background of which elements would be composited over, a countdown for the event, intro sequences for all of the speakers, media transitions (for Bayside's in-house switcher), and more. (<http://bit.ly/letstalkgfx>)
- Due to my exceptional job of creating lyric videos for Breakaway, Jake Floch, again, asked me to produce a suite of lyric videos for Jingle Jam 2018. I was tasked with creating much more abstract, neon-themed lyrics that would engage students with vibrant colors. Founding pastor of Bayside Church, Ray Johnston personally thanked me after the vastly successful event. (<http://bit.ly/jinglejamlyrics>)
- Working alongside, a very skilled production team, we successfully accomplished one of Bayside's first standalone comedy events. A key to our success involved rigorous planning and preparation, in addition to team member cohesiveness and professionalism. Ultimately, Justin Flom was invited back to perform more shows in the future. (<http://bit.ly/justinflom>)
- Bayside Church's worship team: Thrive Worship and their incredibly talented singer, songwriter, and producer Corbin Phillips decided to produce their very own album (which was signed to Integrity Music) titled "A Thousand More". To both promote and showcase the album, Bayside held an album release concert. My incredible camera dolly work in the past, gave the director, Jake Floch, confidence that I could perform well and adapt professionally at the moment. (<http://bit.ly/baysidechristmas>)
- I assisted senior leadership in managing all aspects of video operations.

**UPWORK GLOBAL INC.** 01/2017 to Current

#### **Freelance Video Production**

*In addition to on-location work, I also freelance with Upwork remotely which allows me to further*

*practice my craft, and engage with audiences from all over the world.*

- I am presently self-employed with most of my intermittent contracts from corporate enterprises such as BlackBerry, Blue Yonder, and SAP (albeit, digitally and remotely).

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## **ADDITIONAL INFORMATION**

### **Why should we hire you?**

To preface this, I've gathered that much of team success is not based on objective metrics but rather on the surrounding atmosphere. Such an atmosphere is comprised, cumulatively, by all team members regardless of stature. From day one, I will affirm a personal guarantee of professional pride exhibited not only through my tangible work but also in every human aspect. I don't tackle projects with utmost resolve out of necessity, but because I genuinely love the duties & interactions inherent to my work. Collaborative & productive team settings only further augment the dignity I credit to a given project's outcome.