

Matthew Norman

133 N. Butler St. #2, Madison, WI 53703 | (920) 946-8450 | mattnorman968@gmail.com | vimeo.com/mnorman968

Education

UNDERGRADUATE | UW MADISON | 2013-2017

Graduation Date: May 2017

Bachelor of Science

Major: Environmental Sciences

Certificate (Minor): Digital Studies

Relevant Coursework: Advanced Video Production, Lighting, and Sound Design, Podcasting, Film History, Cartography-GIS, and Natural Sciences (Ecology, Biology, Environmental Studies, Chemistry, Physics, and Geology)

Work Experience

VIDEO DIRECTOR | THE BADGER HERALD NEWSPAPER | JUNE 2016-PRESENT

- Lead and manage the entire video department (Distribute workload and offer guidance to seven videographers)
- Produce and/or edit all video content for news, banter, and feature publications
- Facilitate collaboration between departments by organizing brainstorming sessions and attending executive board meetings)
- Organize and optimize social media and website content for increased reach and analytics

VIDEOGRAPHER | DISCOVER MEDIAWORKS | APR. 2016-NOV. 2016

- Independently shot footage for the "Sustainable Lands and Lives" documentary airing on PBS in Spring 2017
- Worked as a PA on a commercial set for a Wisconsin Dells resort
- Helped shoot footage for the "Into the Outdoors" television program aired on PBS

VIDEO PRODUCTION SERVICES | THE BIG TEN NETWORK AND UW ATHLETICS | OCT. 2014-FEB. 2015

- Filmed sporting events, athlete interviews, and promotional material
- Built and directed live streaming setups for the Big Ten Network and UW Athletics
- Edited postgame recaps and highlight videos for UW Athletics

RADIO SHOW HOST | WSUM 91.7FM MADISON - STUDENT RADIO | JAN. 2013-AUG. 2015

- Composed purposefully structured music-talk programs with guests and local artists
- Produced promotional content for the station and volunteered by organizing the music library and doing album reviews
- Participated in live music broadcasts with bands inside the studio

RESEARCH ASSISTANT | YELLOWSTONE NATIONAL PARK | JUNE. 2015-AUG. 2015

- Researched forest fire ecology in the context of species distributions and populations in a changing climate
- Performed lab analysis, site selection, and field sampling for tree species and microbial communities

Skills

- 5+ years of video production experience in documentary, narrative, and freelance (ex: Democratic Party of Wisconsin)
- Extensive software experience with Adobe Premiere Pro, Adobe After Effects, Adobe Speedgrade, Adobe Illustrator, Adobe Photoshop, DaVinci Resolve, ArcGIS, Mapbox Studio, and Microsoft Office
- Highly proficient with computers (Worked in IT at KEES Inc. in 2015 and built desktop computer from scratch)

About Me

- Up to date with the latest technology in video production and computing
- Passion for music, the natural and urban environment, traveling, and adventure
- Started a band and organized live events with fundraising
- Enthusiastic work ethic and positive attitude under stress