

Matthew Norman

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Education

UNDERGRADUATE | UW MADISON | 2013-2017

Graduation Date: May 2017

Bachelor of Science

Major: Environmental Sciences

Certificate (Minor): Communication Arts - Digital Studies

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

Work Experience

VIDEO DIRECTOR | THE BADGER HERALD NEWSPAPER | JUNE 2016-May 2017

- Lead and managed the entire video department (Distribute workload and offer guidance to seven videographers)
- Produced and/or edited all video content for news, banter, and feature publications
- Facilitated collaboration between departments by organizing brainstorming sessions and attending executive board meetings
- Organized and optimized social media and website content for viewer engagement

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

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

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

- Filmed sporting events, athlete interviews, and promotional material
- Built and operated 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 local guests and bands
- Produced promotional content for the station and 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 field, collecting data on changing species distributions and seedling establishment in response to 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, UW-Madison Psychology, University Health Services)
- Extensive software experience with Adobe Premiere Pro, Adobe After Effects, Adobe Speedgrade, Adobe Illustrator, Adobe Photoshop, DaVinci Resolve, ArcGIS, Mapbox Studio, and Microsoft Office
- Experienced with many different cameras and equipment (GH4, Sony A7S and FS7, Broadcast cameras, Canon C100, C300, 5Diii, 6D, 7D, and sliders, dollies, crane/jibs, Steadicams, gimbals, shoulder mounts, etc.)
- Highly proficient with computers (Worked in IT at KEES Inc. in 2015, coded and designed personal website, and built desktop computers from scratch)
- Social media platforms including Facebook, Youtube, Twitter, Snapchat, Instagram, and Vimeo

About Me

- Passion for music, the outdoors, traveling, and adventure. Enthusiastic work ethic and positive attitude under stress