‍‍Matthew Norman

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Education

Undergraduate | UW Madison | 2013-2017

Graduation Date: May 2017

Bachelor of Science

Major: Environmental Science

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-Current

* I 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)
* Manage 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

* Film sporting events, athlete interviews, and promotional material
* Built and directed live streaming setups for the Big Ten Network and UW Athletics
* Edit postgame recaps/highlights 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

* Did field research on forest fire ecology in the context of species distributions and populations in a changing climate
* Practice site selection, field sampling, and lab analysis 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 an alternative rock band and organized basement shows
* Enthusiastic work ethic and positive attitude under stress