

Matt White

Seeking an opportunity with a dynamic group to utilize my global expertise in marketing, video, design, branding, and social media. Passionate about collaborating with an energetic team to empower and meet any challenge presented.

Contact:

matt.whitefw@gmail.com

Website:

<http://mattwhitefw.weebly.com/>

Work Experience

Chief Content Officer Playwatch, INC 2021- present

Responsibilities: Oversee daily operations and lead projects, including task delegation and timeline management. Serve as the primary coordinator for client and investor meetings. Collaborate with clients on contracts, project scope, budgets, marketing strategies, and performance goals. At Playwatch, INC, focus on performance indicators, long-term goals, and growth strategies to meet performance milestones through new projects.

Achievements:

- Secured contracts with: BLK FAM, Jason Learning, Whoopi Goldberg (Whoopinc)
- Achieved two YouTube Channel awards for over 100,000 subscribers
- Raised investment capital for Playwatch over \$500,000 in two years
- Secured Joint Partnership deal with Jason Learning
- Designed, Printed Scholastic winning book series Little Agent.
- Wrote press releases, marketing and promotional strategies to obtain grants and partnerships over \$400,000

Owner/ Operator Boom! Animation, LLC 2020-present

Responsibilities: Manage and organize the creative execution of client projects with a team of designers and animators. Projects range from pitch decks and short-form ads to national commercials, animations, video production, and print materials like educational books and marketing collateral.

Achievements:

- Designed and promoted 12 Days of Snoop-mas 2022
- Design and Print Yearly Entrepreneurial event collateral for the Beautillion in Indianapolis. 2021-2025
- Animated and directed Netflix One Piece NFL Spots
- Animated Short "Poof" accepted into Tribeca
- Managed and created content and posts for "Home Team History" Youtube channel of 900,000 subscribers and social media of hundreds of thousands.
 - Managed social media posts
 - Analytics and growth strategies
 - Developed content and branding

Director of Computer Art and Technology, Associate Professor (Tenured): University of Saint Francis 2010-2020

Director of Digital Media Biomet Sports Medicine 2007-2010

Skills: Global and Localized Marketing, Deadline Driven, Client Outreach and Growth, ADA Compliance, COPA Compliance

Video: 4k video, Premier, Final Cut, Captcha, After Effects, Avid, Lighting, editing

Animation: 2D, 3D Animation, Maya, Blender, Toon Boom, Moho, Sora Ai, Mid Journey, 3D Printing

Design: Photography, Photoshop, Illustrator, Indesign, Print Processing,

Social Media: Instagram, TikTok, Youtube, Blusky, Hootsuite, Social Pilot, Metricool, Analytics, Google Adspace and Meta Business tools

Education:

Degree: MFA Vermont College of Fine Arts, Montpelier, VT

Major: Graphic Design: Motion Design

Degree: BA University of Saint Francis, Fort Wayne, IN

Major: Computer Art

References: Available upon request