

# Matthew A. Pascale

VIDEO PRODUCER | PHOTOGRAPHER  
GRAPHIC DESIGNER

# RESUME

## PROFILE

Over 20 years as a passionate video producer; proficient on location, on set, or in the edit suite. Dedicated to creating professional photographs and graphics while constantly advancing digital marketing.

## EDUCATION

PITTSBURGH TECHNICAL COLLEGE  
Pittsburgh, Pennsylvania  
Associate in Specialized Technology - Multimedia  
October 2001

## TECHNOLOGY

SOFTWARE	VIDEO CAMERAS
Adobe Premiere Pro	<i>Professional and Prosumer</i>
Adobe Photoshop	Panasonic   Sony
Adobe Illustrator	GoPro   JVC   Canon
Final Cut Studio	STILL CAMERAS
Microsoft Office	Panasonic   Nikon
WordPress	Canon

## SKILLS

### VIDEO PRODUCTION

Camera Operator. On Set / On Location Videography. Lighting. Green Screen. Events and Weddings. Grip / PA. Editing. Color Correction and Grading. Visual Effects. Titles. Audio Recording and Mixing. Sound Design. VO / ADR. Codecs and Compression. Script Composition and Development. Storyboard Illustration. Cast and Directed Talent.

### PHOTOGRAPHY

Direction. On Set / On Location Photography. Lighting. Events. Products. Food. Lifestyle. Architecture. Portraits. Groups. Family. Nature. Color Correction. Photo Retouch and Editing.

### GRAPHIC DESIGN

Corporate Identity. Branding. Logo Design. Billboards. DVD / CD Covers. Magazine Articles and Advertisements. Movie One Sheets. Playbill Layout. Invitations. Fliers. Postcards. Business Cards. Brochures. Price Sheets. Promotional Posters, Banners, and Flags.

### DIGITAL MARKETING

*Web Design / Social Media / SEO*  
Layout and Design. User Experience. WordPress. Banners and Advertisements. Working knowledge of social media sites. Hands on collaboration with SEO companies. Google Analytics and Adwords utilization.

### COMMUNICATION

Managed Team of Employees. Hiring. Managed Studio. Budgeted Productions. Excellent Rapport with Clients, Associates, Vendors, and Talent. Proposals.

## WORK EXPERIENCE

HIPPO STOMP, LLC. Orlando, FL

*Owner / Freelance.* July 2001 – Present

- Built long-lasting relationships with clients and associates
- Helped start-up companies get off the ground
- Produced high-end commercial, entertainment, educational, and government videos
- Conceptualized numerous video projects and maintained the lead from concept to final presentation

CONBRACO INDUSTRIES, INC. Matthews, NC

*Digital Content Creator.* January 2017 - June 2019

- Superstructured photograph archive of products, events, groups, and employee portraits
- Originated library of commercial, training, and event videos
- Maintained growth on company YouTube page through analytics and latest metrics
- Coordinated location, vendors, and schedule of national sales meetings and events

ANCHOR MEDIA GROUP, LLC. Charleston, SC

*Video Producer / Social Media.* June 2014 – November 2014

- Shot and edited interviews, events, and product installations
- Generated graphic collateral material and designed websites
- Increased social media presence through analysis and posts

GEOMOTION GROUP, INC. Orlando, FL

*Video / Multimedia Executive Producer.* April 2006 – May 2014

- Constantly improved quality of videos by implementing new technologies and ideas
- Directed all aspects of video production
- Created graphic collateral material and branding
- Produced and maintained websites
- Scheduled day-to-day operations of video studio
- Managed video / graphics department, including hiring

IMAGINATION UNLIMITED, INC. Orlando, FL

*Video Production Specialist.* January 2003 – April 2006

- Involved in all aspects of video production
- Developed graphic collateral material
- Designed and maintained websites
- Aided in RFPs for government contracts

WBGN / THE VIDEO HOUSE. Green Tree, PA

*Intern.* July 2001 – October 2001

- Assisted on location with grip and lighting responsibilities
- Organized program master databases and filing