

Matthew Patrick Wolfe

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Current projects: <http://www.mydesert.com> // <http://palmsprings.metromix.com> // <http://www.desertagentconnection.com>

SKILLS PROFILE

- Proven record of meeting short and long term goals
- Experienced in content delivery, graphic design, video production, and video editing
- Solid background in team leadership on new projects, and major business-model changes

WORK HISTORY

Multimedia Editor, The Desert Sun
Palm Springs, CA

August 2006 - Present

- Project head for launch of Metromix.com site, creative team member for a corporate redesign initiative test site, and project manager for sales/marketing micro-sites
- Oversight of site organization, posting operations, and staff training for MyDesert.com
- Collaboration with newsroom staff for brainstorming of online media content and daily site layout plans, head of social media task force
- Manipulation of content visualization through XML, HTML, CSS, and Javascript coding and distribution on private CMS platforms, WordPress and Tumblr
- Coordination of web coverage for major local events, breaking news coverage and overall site design which has won numerous industry awards - ONA, CNPA, Gannett, and others

Promotions Coordinator, KPSP-TV Desert Television
Thousand Palms, CA

September 2002 – August 2006

- Helped launch the country's first new CBS affiliate in over twenty years
- Created and implemented promotional strategies, branding, graphic standards and procedures, giveaways, and ad campaigns
- Contributed to daily news content discussions, and maintained constant communication with the newsroom for immediate updates to our broadcast plan
- Wrote, produced, edited, and scheduled daily and extended run commercial spots for on-air broadcast, designed print advertising artwork for local print outlets, edited and distributed audio commercials for use on the radio
- Recognized as Employee of the Month on four occasions

Promotions Manager, White Knight Broadcasting
Shreveport, LA

July 2000 – September 2002

- Maintained control of all on-air and off-air promotional materials for three television stations
- Negotiated and purchased over two million dollars in radio, print, outdoor, and cable advertising for these three stations, both using company funds and co-op submissions
- Supervision of promo producers and their output for four broadcast networks
- Oversight of a network affiliation changeover, including contract negotiation, programming changes, and promotional blitz
- During two sweeps periods, posted most improved ratings in the company (26 stations)

TECHNICAL SKILLS

Digital Skills: Linear and non-linear video editing, production, hardcopy and web distribution; page layout and graphics; web design, hand coding, and file management (HTML, CSS, XML); social media strategy and implementation

Software: Adobe AfterEffects, Adobe Audition/Cool Edit, Adobe Illustrator, Adobe Photoshop, Associated Press ENPS, Apple Final Cut Pro/DVD Studio Pro, Avid Media Composer, Microsoft Office, Pinnacle DEKO, Pinnacle NewsEdit, Sorenson Squeeze, VCI++, WideOrbit

EDUCATION

Mandeville High School, *Mandeville, LA* 1991-1995

Louisiana State University, *Shreveport, LA* 1995-2000

REFERENCES AVAILABLE UPON REQUEST