

Matthew Wolfe

New Media Specialist

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New Orleans, LA

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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

Experience

New Media Specialist, New Orleans CityBusiness; New Orleans, LA — 11/2010-Now

- Responsible for overall maintenance, optimization, troubleshooting and content posting for the paper's WordPress site
- Control of the company's social media accounts and distribution of two daily email messages to subscribers
- Assembled a digital media plan for the publication, which includes live coverage of news events and utilizing appropriate third party tools
- Participation in content discussions with editorial staff, creation of multimedia content for the website and staff training for all digital tasks
- Reporting and coverage of local news events
- Member of a five-person Dolan Media online panel, which presented digital guidelines to the company's 83 editors and Dolan Leadership Institute participants

Multimedia Editor, The Desert Sun; Palm Springs, CA — 08/2006-10/2010

- 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, videographer and editor for multimedia content
- 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

Promotions Coordinator, KPSP-TV; Thousand Palms, CA — 09/2002-08/2006

- 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 advertising artwork for local print outlets, edited and distributed audio commercials for radio broadcast
- Recognized as Employee of the Month on four occasions

Promotions Manager, White Knight Broadcasting; Shreveport, LA — 08/2000-09/2002

- Maintained control of all on-air and off-air promotional materials for three television stations
- Negotiated and purchased in radio, print, outdoor, and cable advertising for these three stations
- Oversight of a network affiliation changeover - including contract negotiation, programming changes, and promotional blitz

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Awards

2009 Innovation Award Winner, The Desert Sun
2009 Online News Association Finalist (Breaking News)
2009 CNPA Winner (Breaking News)/2nd Place (Best Website)
2009 Gannett Talent Development Program Mentor
2010 Gannett Mentoring Program Mentee

Technical 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

Adobe AfterEffects, Adobe Audition, Adobe Illustrator, Adobe Photoshop, Apple Final Cut Pro/DVD Studio Pro, Avid Media Composer, Microsoft Office, WordPress

Education

Louisiana State University, Shreveport — 1996-2000

References available upon request