



MATTHEW TRAINOR

Media Producer

CONTACT ME

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EDUCATION

Flagler College

St. Augustine, FL

Bachelor of Arts: Journalism and Media Production

Emphasis in Media Production

SKILLS

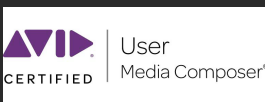
- Adobe Creative Suite
- Avid Media Composer
- Cinematography
- Photography
- Editing
- Digital Marketing
- Social Media Management
- Content Strategy Development
- Commercial Scripting and Direction
- Leadership
- Communication
- Attention to Detail

EQUIPMENT

- DSLRs (Nikon/Canon)
- Mirrorless Systems (Sony, Fuji, Canon)
- Cinema Cams (Sony FS5/Canon C300)
- DJI Drones
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CERTIFICATIONS

- Google Ads: Creative
- Google Ads: Video



PROFESSIONAL EXPERIENCE

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February 2023 - Present

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August 2022 - Present

- Mentor high school students in digital content quality and video production.
- Provide advice on lighting techniques and equipment selection.
- Guide students through advanced video editing techniques.
- Review and provide feedback on student projects, supporting skill development.

Marketing Consultant | Mint Eco Car Wash

November 2022 - February 2023

- Conceptualized and implemented video marketing and social media campaigns, enhancing brand's digital presence.
- Coordinated events across multiple locations, increasing brand visibility.
- Developed annual content plans, doubling social media followers.
- Mentored marketing interns, fostering professional growth.

Lead Videographer | Witherite Law Group

September 2020 - September 2022

- Directed on-site/location shoots with three person crew, managing audio, camera operations, and talent direction.
- Conducted and edited field interviews for TV, social media, and web.
- Led the marketing/creative team's section of new hire orientation for the 200+ employee firm.
- Created branded promotional content using video, photography, and motion graphics.

Creative Director & Co-Founder | Beach Town Bums

January 2017 - July 2020

- Founded and developed the company brand, overseeing daily operations and strategic direction.
- Led digital and social media campaigns, significantly boosting brand awareness.
- Implemented strategic B2C marketing campaigns, generating over \$15,000 in profit in the first year of operation.