



**MATTHEW
TAYLOR
MEDIA**

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Awards/Certificates

Michigan Regional | 42nd Annual EMMY® | Winner 2019

- Promotion - News Promo - Image - FOX 17 Weather - matthewtaylormedia.com/about
- A weather series image spot brought to life utilizing motion graphics and digital compositing.

The Eclipse Awards | Grand Rapids, Michigan | Winner

- Second Floor Bakery | *30 second promotion 2012*
- KCAD Digital Media Reels | *Visual Effects 2013*

FAA Licensed Drone Pilot

- FAA Licensed since 2017 (renewed every 2 years)
- FPV style & traditional flying drone capabilities (DJI Avata & Mavic Air 2)

Current Positions

MATTHEW TAYLOR MEDIA | January 2020 - Present

Owner | Drone Pilot, Video Producer

- Works with clients to produce concepts or requests with a creative and cohesive approach.
- Each stage of a project is expertly handled to lead clients to success and reach their goals.
- Cinematography solutions using DaVinci Resolve, BlackMagic 6K Pro, DJI gimbal & drones.
- Integrates motion graphics for logo animations and on-screen graphics to enhance videos.
- Certified drone pilot with over 7 years of experience for stunning aerial photography and video.

Steve Spriensma Real Estate | Part-time Contractor

Social Media Manager | Photographer, Video Producer

- Photograph/Video listings in high-res HDR and use a drone shot for unique perspectives.
- Film/Edit immersive walk-through videos that align with objectives to sell quickly.
- Create a constant online presence for all social media platforms; Instagram, Facebook, Youtube and update stevemihomes.com.
- Create monthly blog and social media posts to promote website for leads to buying/selling.

Education

Kendall College of Art & Design of Ferris State University | *September 2006 - December 2009*

- BFA, Digital Media: Motion Graphics | Focus on 3D Animation
- Motion graphics, video editing, 3D modeling/animation, typography & audio recording/mixing
- Focus on 3D modeling, texturing, lighting, rigging, animation, rendering using Lightwave 3D.
- Currently familiar with C4D and learning Blender.

Past Positions

Lake Michigan Credit Union | *January 2021 - July 2021*

Digital Media Specialist | *Full-time*

- Produce 2D and 3D animations in a live action commercial emphasizing the product savings.
- Create a 3D LMCU Ballpark sign visualization using Cinema 4D for a Whitecaps presentation.
- Create and modify motion graphics templates for LMCU internal and external communications.
- Composite a series each for 3 internal award shows using motion graphics/editing.
- Motion graphics, 3D animation, video editing, audio production, audio editing, studio photography, photo editing and first FAA licensed drone pilot.

WXMI FOX 17 | *August 2016 - March 2020*

Writer / Video Producer | *Full-time*

- Create and produce an Emmy Award winning spot, promoting a weather positioning statement.
- Exceeding expectations in writing, filming, drone work and post-production for promotions.
- Attribute to station social media needs to become the #1 liked page in West Michigan.
- Assist with video production to help achieve record-breaking sales goals with local clients.
- Creative Department's first studio photographer and drone pilot, cutting down on expenses.

Freshwater Digital | *November 2014 - January 2016*

Motion Graphics Designer | *Full-time*

- Create logo animations for CES digital signage and motion graphics rebranding initiatives.
- Create innovative digital signage videos for company wayfinding, show room and client videos.
- Experiment with animation styles for new capabilities and researching interactive technology.
- Use 3D animation and motion graphics for Grand Rapids Drive in-game videos and segments.

Steve Volkers Group | *February 2014 - September 2014*

Marketing Video Producer | *Full-time*

- Produce 'who we are' videos for real estate agents and produce cohesively branded videos.
- Create a new home construction website with 50 neighborhoods on an interactive map.
- Photograph new construction neighborhoods, edit and create galleries for the map.
- Shoot and edit 6 community videos for surrounding Grand Rapids suburbs.
- Film and edit a weekly YouTube webisode depicting the employees for marketing content.