

# Matthew G. Fisher · *Resume*

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## **Summary of Qualifications:**

- Extensive experience in media production with exceptional editing, compositing, and graphic design skills.
- Highly experienced video and still photographer.
- Knowledge of traditional and digital photography, plus videography with Canon 5D and 7D DSLR cameras.
- Over seven years of experience as writer/producer for top-ten television station.
- Over 14 years' experience in television news, as videotape editor, news photographer, live-truck operator and news promotions.
- Extensive experience with Avid, Final Cut Pro, and Adobe Creative Suite software including Photoshop, After Effects, and Illustrator.
- Highly creative professional with established leadership abilities and excellent communication skills.

## **Employment History:**

*August 2011 - Present*

AMERICAN HEART ASSOCIATION, Dallas, TX · *Communication Manager - Multimedia*

- Create, produce and distribute multimedia content - videos, audio podcasts, photos, multimedia news releases and more, related to American Heart Association/American Stroke Association journals, news and scientific meetings.
- Promote AHA science news to national media through multimedia production and distribution, social media outlets and our online newsrooms.
- Manage AHA homepage, News sub-homepage, web articles, Social Media/new media initiatives for Corporate and Media Communications Dep't.
- Reactively handle media calls from national news media and proactively pitch media AHA/ASA news.
- Serve as AHA website home page editor, working with all departments to schedule and coordinate priority news on AHA Home Page.

*January 2011 - June 2011*

MANNATECH, Coppel, TX · *Mixed Media Production Manager*

- Gatekeeper for all audio and video projects created for US and international markets.
- Responsible for the completion of all projects from a conceptual stage through final product delivery.
- Ensured that each project met all required department standards including budgets and deadline constraints.
- Served as producer for on site and location productions; collaborated with writing team on all scripts.

*August 2010 - Present*

TARRANT COUNTY COLLEGE, Hurst, TX · *Adjunct Instructor*

- Provide college-level instruction in all aspects of media production for broadcasting, including sound recording, sound mixing, and audio/video editing techniques.
- Instruct students on proper microphone techniques, vocal quality, articulation, and enunciation.

*September 2009 - Dec. 2010*

UNIVERSITY OF TEXAS AT ARLINGTON, Arlington, TX · *Lecturer*

- Provided college-level instruction in all aspect of video production.
- Instructed students in camera operation, live production techniques and video editing. Plus script writing for television news, radio, news promotions, and commercials.

*October 2007 - March 2009*

MAJESTIC MEDIA, Irving, TX · *Video Editor / Motion Graphics Designer*

- Edited video for both long and short form productions.
- Created, designed and developed graphic elements, opens and backgrounds.
- Collaborated with executive producer and show producer in the creation of broadcast graphics for television show.
- Saved company more than \$10,000 per season by creating show opens and graphics in house.

*April 2007 - September 2007*

FREELANCE VIDEO PRODUCTION, Dallas, TX · *Producer/Editor/Writer*

- Wrote, produced and edited original video programming in both long and short format, including commercials, training materials and features.
- Directed and produced all video productions, on location and in house.
- Assisted in the creation of graphics and video elements for each production.
- Conducted meetings with existing and perspective clients concerning project procedures, budgets and logistics.

*July 2000 - April 2007*

KDAF-TV / WB33 & CW33, Dallas, TX · *Writer / Producer / Editor*

- Created, wrote and edited innovative news and entertainment promotions, commercials, and public service announcements.
- Assisted in training, developing and evaluation of new and current producers.
- Directed, produced and operated camera for on-location and in-house video productions.
- Collaborated with On-Air Promotions Manager, Creative Services Director and Art Director to ensure promotional themes, graphics, and overall on-air station appearance remain consistent.

*December 1998 - July 2000*

KDAF-TV / WB33 NEWS @ NINE, Dallas, TX · *Chief Videotape Editor*

- Managed the day-to-day operations of the video editing department, including a staff of videotape editors, part-time employees and interns.
- Assigned and delegated responsibilities to staff and other employees to ensure the completion of all assignments under tight deadline restrictions.
- Responsible for the hiring, training, development, evaluation and discipline of new and existing employees on a yearly basis.

## **Education:**

MA/Communications - THE UNIVERSITY OF TEXAS AT ARLINGTON (Recipient of Graduate Assistantship Award)

BA/Communications (Minor/Radio & Television) - PARK UNIVERSITY, Parkville, MO (Graduated Summa Cum Laude, Dean's List)