

# MATT HEARD

VIDEO EDITOR/DESIGNER

## WORK EXPERIENCE

**WVLA/WGMB Station** - Producer/Promotions Editor  
(May 2022 - Present)

**EntreTeam** - Graphic Designer/Video Editor  
(January 2022 - April 2022)

**Division of Economic and Workforce Development** - Visual Designer  
(Jan 2021 - May 2021)

**Black Belt Museum** - Visual Designer  
(2020 - 2021)

## EDUCATION

**University of West Alabama**  
Integrated Marketing Communications  
Bachelor's Degree  
(2017 - 2021)

## SKILLS

**Adobe Creative Suite**  
(Illustrator, Photoshop, InDesign, Premiere Pro, After Effects)

**Video Production**  
(Storyboarding, Camera Work, Scripting, Video Editing)

**Market Research and Media Development**  
(Media Plan, Demographic Studies, Social Media Management)

**Social Media Content Creator**  
(Content Creation, "Influencer" Outreach, Post Scheduling)

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## **1 WVLA/WGMB STATION – PROMOTIONS EDITOR/PRODUCER**

I am tasked with creating logos/graphics, shooting, and editing commercials/promos for both outside clientele, as well as our various newscasts.

One of my main responsibilities at the station is to shoot, edit, and post both the NBC33 and FOX44 news topicals. These are the promos you would see on television of the news talent saying tease what you can expect on the afternoon and late shows. Another large portion of my job is creating any logos or graphics that would air for a specialized event on air or even be used for clientele looking to improve their branding.

## **2 ENTRETEAM – GRAPHIC DESIGN/VIDEO EDITOR**

While I had only worked at this position for a few short months, I designed various web pages and logos for our various clientele (consisting mostly of authors and motivational speakers). I edited various episodes of a podcast called Remarkable Women, as well as hunting down and speaking with various studios and companies regarding use of film clips on websites. I became aware of how to interact with people from a multitude of backgrounds, how to handle clients that are not full sure on their vision for their project, and how communication is a key factor in getting a project moving forward and completed.

## **3 DIVISION OF ECONOMIC AND WORKFORCE DEVELOPMENT (DEWD) – GRAPHIC DESIGNER**

Whilst in college I had worked as a student at DEWD, which organized and marketed various events and programs both locally and state-wide (Alabama). I created logos, flyers, posters and sometimes shirts for these events.

## **4 ALABAMA PUBLIC TELEVISION – PRODUCTION INTERN**

As a student intern, I was tasked with the review, cutting, and editing promos for a special re-run of a show the station had previously produced called We Have Signal. This was during peak COVID restrictions back in 2020, so this position was remote, and I was given general directions as to what needed to be done. In the end, the station had felt my promos had been done well enough to submit them to the Southeastern EMMYs. The same people who had several EMMYs for their work.

