



# MATT JUDKINS

CREATIVE DIRECTOR • VIDEO MARKETING SPECIALIST

LOCATION: Salt Lake City, UT  
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PORTFOLIO: <https://judkinsreel.com>  
SALARY RANGE: \$58,000 - \$72,000



## EXECUTIVE SUMMARY

I am a creative director and video marketing specialist with over thirteen years of experience in the video production and digital marketing industries. My main objective in any role I occupy is to maximize the value I bring to the mission of the company. Over the years I have identified five significant ways I bring value:

- The work ethic to do whatever it takes to get the job done on time and on budget
- The ability to complete projects efficiently while exceeding expectations
- The skills to effectively communicate both within the company and with clients
- The willingness to take on new responsibilities and quickly learn new skills
- The interpersonal skills to build meaningful, professional relationships

If you are looking for a dedicated individual with no ego and over a decade of real-world experience in the industry, with the ability to create world-class content on a budget, please give me a call. Thank you for your consideration.

## DREAM DENTAL IMPLANT CENTER

June 2019 - March 2020  
Laid off due to COVID-19  
Ending Salary: \$51,200/yr

## CREATIVE DIRECTOR

- Directed and performed all production and post-production of video content.
- Oversaw enormous growth of 800-2000% in many of our YouTube analytics.
- Oversaw technical and video production for a 3-day live event with 35+ attendees.
- Organized educational video content into online video courses using Kajabi.
- Produced all video content for social media and other marketing applications.

## UTAH MEDIA GROUP

Dec. 2018 - June 2019  
Left for Dream Dental  
Ending Salary: \$48,000/yr

## DIGITAL MEDIA/VIDEO SPECIALIST

- Produced a series of branded social media videos to sell to various regional clients.
- Co-Produced and edited an in-house promotional video for our agency.
- Email marketing campaign designer for campaigns of 50k - 100k+.
- Published staff writer for Spaces magazine, Spring 2019 edition.

## MUSICIAN'S TOOLKIT

Feb. 2017 - Nov. 2018  
Left for Utah Media Group  
Ending Salary: \$48,000/yr

## VIDEO PRODUCTION DIRECTOR / ASSOCIATE PRODUCER

- Produced and Directed over 80 productions.
- Managed a team of 8 video producers and editors.
- Worked together with all company departments to develop productions that met and exceeded standards for producing music education video series.
- Designed and directed construction on a large studio set that was used in over 50 productions; designed camera setup, lighting placements, and audio station on set.

## LECTICON

Oct. 2014 - Feb. 2017  
Left for Musician's Toolkit  
Ending Salary: \$39,000/yr

## VIDEO PRODUCTION MANAGER

- Traveled the country to shoot and live-cast medical seminars and lecture series for both human and veterinary applications.
- Editing these produced videos into polished online courses for continuing education units; implemented motion graphics, lower thirds, and other forms of graphic design.
- Led pre-production, production, and post-production of promotional, documentary, and corporate-style videos.

## EDUCATION

### WESTERN GOVERNORS UNIVERSITY

BS Marketing Management  
2018 - 2021

### UTAH VALLEY UNIVERSITY

AAS Digital Communications Technology  
2013 - 2016

## REFERENCES

### DAVID RODEBACK

CMTO Ruff Tuff Productions  
david@rodeback.com  
(801) 369-2626

### GEORGE SCHADE

IT Director, American Fork City  
george@afcity.net  
(801) 404-6396

### KAREN HODGSON

Billing Coordinator, MetData  
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### HOLDEN DELANGE

Graphic Artist, Utah Digital Media  
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