

Matthew Wilcox

Social Content Producer

Brighton, Massachusetts
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PROFESSIONAL SUMMARY

Social Content Producer with a dynamic approach to creating short-form and digital media content that drives audience engagement and growth. Brings 15+ years of visual storytelling experience and over 3 years of professional expertise in social media marketing, video production, and media management. Demonstrates a strong foundation in audiovisual setups and full-cycle production, delivering high-quality content that inspires audiences, supports organizations, and amplifies brand presence across platforms.

EDUCATION

B.A. Film and Television Production, May 2023
Loyola Marymount University, Los Angeles, CA

PROFESSIONAL EXPERIENCE

Producer and Videographer *March 2024 - Present*
Hellenic College Holy Cross, Boston, MA

- Oversee video production from cinematography to editing, creating engaging content that showcases campus life, faculty, and staff.
- Collaborate with the Office of Institutional Advancement, Student Life, and Marketing department to create narratives that resonate with prospective students, parents, and donors fostering support for the school.
- Lead the development and submission of larger unscripted projects aligned with the school's mission to share with wider audiences.

Producer and Videographer *December 2025 - Present*
Coatue Management, New York, NY

- Produce high-quality video content focused on financial markets, technology trends, and AI, translating complex topics into engaging videos, optimized for LinkedIn and X.
- Lead end-to-end video production, including scheduling with senior analysts and partners, on-site filming, and multi-camera lighting/audio setups using professional-grade equipment.
- Manage post-production workflows and collaborate with internal teams to deliver polished, brand-aligned content, ensuring efficient file management, quick turnaround times, and consistent output quality.

Media Coordinator *May 2025 - August 2025*
Ionian Village, Greece

- Delivered high-quality photo and video content across Instagram, Facebook, and Flickr, maintaining consistent brand quality and growing engagement.
- Drove audience growth by generating an average of 40,000 daily views across 59 Instagram posts, increasing followers by 2,000+ to 10.2K during the season.
- Managed and organized large volumes of media assets; independently edited images (coloring, cropping, branding) and produced end-to-end video content (directing, filming, sound, and editing).

Production Assistant *November 2023 - January 2024*
Hartbeat, Los Angeles, CA

- Facilitated the movement of talent to the sound stage and guided live-audience with precision, contributing to an organized production process.
- Effectively managed production office duties under the production supervisor while providing production staff support and tracking valuable information.
- Orchestrated seamless runs for essential supplies including office materials, production meals, and refreshments for executives to ensure a well-equipped uninterrupted working environment.

SKILLS

Social Media Content Production:
Skilled in creating platform-specific photo and video content for Instagram, TikTok, Facebook, YouTube, X and LinkedIn, with proven results in audience growth and engagement.

Video Production & Editing:
Experienced in directing, filming, sound recording, and editing both short-form and long-form video content for digital and event platforms.

Professional Camera Operation: Skilled in operating a range of professional camera systems, including ARRI, Blackmagic, Canon, Nikon, and Sony, ensuring high-quality results across a variety of production settings.

Content Strategy & Branding: Adept at developing visual content that aligns with brand guidelines, strengthens organizational identity, and resonates with target audiences.

Media & Workflow Management:
Proficient in managing large volumes of digital assets, maintaining organized file systems, and ensuring efficient production processes.

Production Coordination:
Knowledgeable in traditional production environments, including camera operation, lighting setups, and on-set collaboration with crews.

Technical Software: Proficient in Adobe Premiere Pro, Final Cut Pro X, DaVinci Resolve 18, Photoshop, and Lightroom.

INTERESTS:
Skiing, DJing, Reading, Watching Movies, Traveling, and Swimming.

REFERENCES:
Available upon request