

# Matthew Reis

## Marketing Specialist

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☎ 314-974-3949

Marketing Portfolio Site:

**[www.mattreis.com](http://www.mattreis.com)**

## Experience

**Creative Marketing Specialist** 09/2022 - Present  
Blues Hog Barbecue

*Produce and manage video and photo content for social platforms, directing on-camera talent, manage YouTube channels, and overseeing production workflows.*

- Implemented a YouTube video marketing strategy resulting in a 434% increase in subscribers and 1.8 million impressions
- Standardized product photography procedures ensuring consistent, high-quality product images for over 100 SKUs
- Managed logistics and execution of strategies for 10+ events, collaborating with team members to optimize brand image

**Comm. Photographer/Videographer** 11/2021 - 09/2022  
Diode Dynamics

*Produced high-end video and photography, managing studio and on-vehicle shoots while supporting fast-paced marketing initiatives with polished, brand-driven media.*

- Planned, produced, and edited 20+ technical product overview and installation videos, resulting in 200,000 views
- Engaged closely with team members during video production, refining scripts and streamlining overall workflow
- Created and optimized high-quality product images using professional photography techniques and editing software

**Contract Videographer** 05/2021 - Present  
Chimera Creative Works

*Internship position which evolved into contractor role, partnering with clients and leadership to produce high-quality on-location video content supporting marketing, branding, and event initiatives.*

- Collaboration with clients and team leaders to capture video testimonials, advertisements, and event highlight reels
- On-location filming across diverse environments and scenarios

## Education

**B.S. Digital Media Production** May 2021  
University of Central Missouri

**Associate of Arts** May 2019  
East Central College



## Summary

I am a marketing specialist with 4+ years of experience driving brand growth through video and digital strategy. I build impactful campaigns that boost engagement and brand loyalty.

## Case Study

**Campaign:** YouTube Marketing

**Goal:** Increase Brand Awareness

**Success Metric:** View Count

**Result:** 400% increase in views compared to previous year's campaign with significant increase in audience engagement and channel performance

## Certifications

**Meta Digital Marketing Associate**  
● June 2025

**Salesforce Sales Operations**  
● May 2025

**Shopify Essential Training**  
● July 2024

**Google Digital Marketing & Ecommerce**  
● June 2024

**FAA Part 107 Drone Operations**  
● May 2021