

Matthew T. Reis

Creative Marketing Specialist

Contact

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Experience

Creative Marketing Specialist | Blues Hog Barbecue | Sep. 2022 - Present

- Implemented a comprehensive YouTube video marketing strategy resulting in a 362% increase in total subscribers and over 1.3 million impressions
- Standardized product photography procedures ensuring consistent, high-quality product images and SEO for over 100 SKUs
- Managed the logistics and execution of marketing media strategies for 10+ brand events, collaborating with team members to improve brand consistency and audience connection.

Commercial Photographer/Videographer | Diode Dynamics | Nov. 2021 - Sep. 2022

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

Contract Videographer | Chimera Creative Works | May 2021 - Present

- Collaborated with clients and team leaders to capture video testimonials, advertisements, and event highlight reels
- Executed on-location filming across diverse environments

Education

Google Digital Marketing & E-commerce Professional Certificate | June 2024

- Social Media Marketing
- E-Commerce and SEO
- Email Marketing

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

- Digital cinema, video editing, documentary and corporate video production
- Dean's List

East Central College | Associate of Arts | May 2019

- Graduated with highest honors