

Matthew Cotter

Social Media Content Creator & Specialist

WORK EXPERIENCE

WebstaurantStore, Lancaster, PA, United States - On-site

The largest online restaurant supply store with 430,000+ items for sale

Social Media Producer

09/2023 - Present

- Produced over 200+ short-form social media videos in 2024 for all platforms.
- Brainstorm and pitch social concepts to managers, VPs and other key staff.
- Script, plan, coordinate and schedule video shoots with in-house talent.
- Direct and produce content on set or around the office using studio lighting and cinema cameras.
- Edit videos using Adobe Premiere, optimizing for social sizes and look.
- Create a mix of UGC & polished content depending on audience.
- Assist with LinkedIn community management, engaging and replying to brand mentions, posts and comments.

Michael Baker International, Harrisburg, PA, United States - Hybrid

Nationwide leading provider of engineering & consulting services.

Digital Communications Specialist

2021 - 2023

- Designed sleek, user-friendly websites for multi-million dollar broadband & transportation projects.
- Built effective project communication pipelines through custom websites.
- Ensured all deadlines were met by staying organized and proactive in a client-facing role.
- Leveraged client social media channels to communicate project milestones and important announcements.
- Organized in-person & virtual public engagement events on a local and state-wide level.
- Developed comprehensive communications plans for broadband and transportation initiatives to support successful project growth & completion.

Air Dynamics, York, PA, United States - On-Site

Industry leader in innovative air and material moving solutions for manufacturing.

Sales & Marketing Engagement Specialist

2020 - 2021

- Established and developed the company's first marketing department from the ground up.
- Oversaw social media accounts, including Twitter, Facebook, LinkedIn and Facebook.
- Designed graphic materials including product logos, sales sheets, and promotional assets.
- Produced videos and photos of shop activities and company events for promotional purposes.
- Managed over 40 sales leads simultaneously.
- Coordinated B2B customer communication and customer support.

PREVIOUS EXPERIENCE

Fiverr Freelance Marketing Consulting, Remote, 2 Years

MVP Clubhouse Social Media Manager Internship, Hybrid, 8 Months

BU American Marketing Assoc. Social Media Coordinator, On-Site, 2 Years

CONTACT

Hershey, PA, United States

+1 (717) 364-9469

mattcotter3@gmail.com

ABOUT ME

I'm a 27 year old who doesn't like coffee. My favorite animals are whale sharks and otters. I type all my emails using my mechanical keyboard. In my free time, I run my own camera store and social accounts. Fun fact, I've traveled to 14 different countries.

One day, I'll live in the UK.

Feel free to call me Matt or Matthew, either is fine. 😊

SKILLS

- Video Production
- Social Media Strategy
- Video Editing
- Content Directing
- Lighting & Rigging
- Photography

SOFTWARE & TOOLS

- Apple OS
- Windows OS
- Adobe Premiere Pro
- Adobe Illustrator
- Sony FX3 Camera

EDUCATION

Bloomsburg University
B.S.B.A. Marketing
Bloomsburg, PA

University of Essex
Study Abroad
Colchester, United Kingdom

OTHER

American Marketing Assoc.
Central PA | Collegiate
Committee Board Member

WebstaurantStore College
Recruitment Member