

# 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 15+ 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 over 15 in-person & virtual public engagement events on a local and state-wide level.
- Developed inclusive comprehensive communications plans for broadband and transportation initiatives to support successful project growth & completion including DE&I support for underrepresented communities.

**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.
- Managed all 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

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## ABOUT ME

I'm a social media expert who has lived and breathed social since as early as the first days of Instagram. As an early adopter of technology and software I find myself always learning about the newest trend or shopping for a the newest gadget.

You should know I write all my emails with my mechanical keyboard. On the side I run and create content for my own camera store. Fun fact, I have 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

- Adobe Premiere Pro
- Adobe Illustrator
- Adobe Photoshop
- Apple OS
- Windows OS
- 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