

Matthew Cotter

Social Media Content Creator & Specialist

👉 www.itsmatthew.com

WORK EXPERIENCE

University of Stirling, Stirling, Scotland, UK - Part-time

A leading research-intensive UK higher education institution.

Student Social Media Ambassador

2025 - Present

- Direct, shoot, and edit engaging short-form videos about campus and student life with fellow students, including a video I produced achieving 10.5M+ views.
- Collaborate with the university marketing team to align video concepts with current social trends and marketing initiatives.
- Serve as on-camera talent to represent the university for official promotional campaigns and digital marketing assets.
- Balance full-time postgraduate coursework with part-time work commitments, maintaining high academic standing and reliable video project delivery.

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

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

Social Media Producer

2023 - 2025

- Scaled the brand's digital presence by producing over 250 short-form videos, optimising video content across all major social platforms, maximising audience reach to new and existing customers.
- Owned the full lifecycle of video production process, including scripting, storyboarding, directing, and editing high-quality video content utilising professional studio lighting, cinema cameras, and Adobe Creative Suite.
- Strategised and developed a balanced content mix deploying both User Generated Content (UGC) and highly polished brand videos to effective target specific B2B and consumer audiences.
- Collaborated closely with leadership teams, pitching marketing concepts directly to Managers and VPs to elevate and develop seasonal digital marketing strategies.
- Actively managed LinkedIn brand mentions and posts while responding to comments and posts in real-time to maintain a positive brand presence.

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

Nationwide leading provider of engineering & consulting services.

Digital Communications Specialist

2021 - 2023

- Conceptualised and deployed 15+ websites used for project stakeholder communications for multi-million dollar broadband and transportation projects.
- Developed and led comprehensive communications strategies with project and community stakeholders in mind to effectively engage local communities.
- Facilitated weekly client-facing project meetings, ensuring proactive communication of project milestones along with on time delivery of digital communication assets.
- Managed paid and organic social media campaigns in coordination with local and government authorities to amplify project news and announcements.

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

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

Sales & Marketing Engagement Specialist

2020 - 2021

- Owned all incoming sales leads while coordinating client communications with internal departments.
- Built a comprehensive B2B marketing strategy from the ground up.
- Managed all social media accounts, including Facebook, LinkedIn, YouTube and Twitter (X).
- Produced graphic materials and marketing collateral to support business development efforts.

CONTACT

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ABOUT ME

I am a digital media strategist and video producer who knows how to capture attention and turn it into brand growth. Over five years of experience across e-commerce, B2B consulting, and small businesses, I execute strategies across marketing, communications, and public relations. I can handle the creative lifecycle, from pitching marketing strategies to VPs to shooting, and editing social media content that performs. I am passionate about brand campaigns with authentic, engaging organic content to help businesses and organisations connect with their audiences and scale their digital presence online.

SKILLS

- Social Media Strategy
- Social Media Analytics
- Creative Content Direction
- Video Production
- Community Management

SOFTWARE & TOOLS

- Adobe Premiere Pro
- Adobe Illustrator
- Adobe Photoshop
- Sprout Social
- SEMRush
- HubSpot
- Sony FX3 Camera
- Airtable
- Microsoft Ecosystem

EDUCATION

University of Stirling
MSc Digital Media & Communication
Stirling, Scotland

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

INTERESTS

- Film Photography
- Biking
- Golfing
- Mechanical Keyboards
- Traveling
- Antiques