

MATTHEW HOGAN

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EXPERIENCE

SENIOR VIDEO EDITOR

World Surf League | Apr 18 - Mar 24

- Clients include Shiseido, AirBnB, Corona, Jeep, Quiksilver, Red Bull, Michelob, Hydroflask, Tudor.
- Created video and graphic assets for broadcast, social, and marketing, including event promos, branded content, sizzle reels, and content series.
- Working with producers during pre- and post-production stages to help conceptualize, as well as execute against the creative briefs.
- Developed event and brand marketing assets that have generated 26 million+ views on YouTube.
- Worked with the creative team to refresh the brand style guide (social overlays, broadcast graphics package, video templates) to create a consistent look, feel, and messaging across all brand assets for the 2022 season, contributing to a 13.4% increase in average live digital audience compared to the 2021 season.

VIDEO EDITOR

NBC/Universal | Mar 16 - Apr 18

- Clients include Dyson, Kia, Treseemme, Stella Artois, Ulta Beauty
- Worked directly with a producer to create native and branded short form editorial content for E! Style Collective.
- Developed unique lower thirds and other elements for each project using After Effects.

VIDEO EDITOR

Fullscreen Media | Nov 16 - March 17

- Clients Include Ford, GE, The CW, and Fox.
- Created mashups, sizzle reels, and YouTube channel trailers.

ASSISTANT VIDEO EDITOR

PopSugar | Nov 13 - Mar 16

- Clients include Tide, Swiffer
- Editor for Popsugar Rush, Popsugar Mashup, various other verticals including food, influencer, lifestyle, fitness.
- Assistant Editor for Popsugar NOW! TV series for POP network (TVGN).
- Creating lower thirds, assisting Lead Editor with creating stringouts, VO recording/sweetening, archiving.

SKILLS

- Adobe Premiere expert
- Creating 2D/3D motion graphics with After Effects/C4D
- Color Correction using Davinci Resolve.
- Pro Tools expert (OMF workflow)
- In-depth knowledge of video/audio codecs, frame rates, color spaces, online/offline workflows, and export settings to ensure a consistent, high quality final product.
- Google Suite/Asana/Basecamp for project tracking and storyboarding.
- In-depth knowledge of Windows + Mac operating systems, server management (QNAP, Facilis), and the ability to troubleshoot and resolve technical issues independently.
- Detail oriented and organized. Able to delegate tasks between team members to ensure that the project goals are completed efficiently and on time.
- Excellent listener. Processes feedback, suggestions, and ideas into solutions that deliver against KPIs.
- Resourceful. Ability to elevate the quality of creative being delivered against marketing briefs by staying up to date with current trends and finding inspiring references.
- Wearer of many hats. I frequently use my other skills such as audio engineering, camera operating, and photography to facilitate communication, efficiency, and collaboration during the pre and post production process.

ABOUT

Originally from Upstate New York, what started out as making skateboard videos with friends has become my passion and career. I enjoy riding bikes, photography, and playing guitar.

EDUCATION

BFA; Music Production & Engineering
Berklee College of Music | 2013