

Matthew James Martin

Portfolio - www.matthewmartin.photography

Skills

- BA in Film and Moving Image Production with over a decade of experience.
- Extensive knowledge of emerging camera and editing technologies.
- Deep understanding of various publishing platforms including Facebook, Instagram, Pinterest, YouTube and TikTok.
- Adobe Photoshop, Lightroom, Premier Pro, After Effects, Indesign and Final Cut Pro.
- Filmmaking as a solo artist and with a team including: conceptualisation and detailed mood boards, storyboarding, location scouting, cinematography, directing, interviewing, sound, lighting, editing, colour and publishing.
- Experienced with working within a brand guideline.
- Project management, I am extremely well organised using Milanote and digital calendars to plan my work.
- Experienced in SEO optimisation through data driven analytical research.

Education

Norwich University College of the Arts

Film and Moving Image Production - Upper Second-Class BA Honours Degree

Experience

Videographer and Social Media Executive - East Coast Recovery / Rehabs UK - 2021 /

Current I have developed comprehensive marketing strategies within the challenging and restricted addiction rehabilitation industry. This has involved a strong emphasis on organic growth due to marketing regulations. I have focused on enhancing brand visibility and engagement by optimising SEO, refining brand design, and producing compelling content across various platforms. One notable achievement includes launching a podcast on Spotify and YouTube to broaden our reach and impact. Additionally, I regularly write scripts tailored for TikTok and YouTube content, of which I present, edit and publish alone. Working closely with the director, I have gained invaluable insights into SEO optimisation and social media marketing techniques.

Creative Director - Norml Brand - 2011 / 2024 Management of directors and athletes worldwide to produce campaigns through video and photography for social media. Designing clothing, website, product photography, studio photography, filmmaking and repurposing films for various publishing formats. Working within specific brand guidelines.

Videographer/ Founder - Amber Moon Video 2021 / Current Creating short cinematic films highlighting weddings. Recording the live event as it unfolds including managing multiple sources of audio recordings and repurposing for social media.

Freelance Photography and Filmmaking - 2015 / Current Continuous training exercise to boost creativity and networks, Clients I have worked with include; Squarespace, Dazed, Sadler's Wells, Global Street Art, various restaurants, music festivals and local charities.

Assistant Manager - Benoli Restaurant - 2018 - 2019 Helped open the restaurant with the owner and manager, we curated the menu, tasted different wines, coffees and trained staff on how to best serve the customer.

Bar Manager - The Maids Head Hotel - 2010 - 2016 This is where my coffee and wine journey began, I completed my WSET Level 2 and learned to manage a small team.