**[Creative Video Producer, Writer, Copy Editor](https://www.postjobfree.com/resume/ad1m75/creative-video-producer-writer-maryland)**

**Location:**Maryland

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**Resume:**

Matthew Greenberg

CREATIVE EXECUTIVE

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Innovative, creative content strategy and leadership executive, with a focus in video storytelling, digital and social content marketing creation, and brand strategy. Skilled in translating communication strategies into video and digital/social media experiences by leading the creative, production, and execution processes. Research Writing/Editing Interviews Managing VIP and Clients Executive & Stakeholder Collaboration Production Directing Talent Video Shoots External Partner Liaison WORK EXPERIENCE

EXECUTIVE PRODUCER / WARNER BROS. DISCOVERY

2015 – 2023 / New York, N.Y. & Silver Spring, Md.

• Oversaw concept, strategy, production, writing, and post-production of internal and external brand videos for premiere global media and entertainment company, brands, and partners. Adept at research, writing, on-set interviews, and directing talent through the video shoot process.

• Acted as main production liaison and on-set interviewer with C-suite leadership, board members, and leading executives in corporate affairs, government relations, investor relations, human resources, corporate social responsibility, affiliate distribution, and internal/external communications to create videos and digital assets to further corporate and partner messaging. Shepherded projects through editing, design, and approval phases, working with multiple content management systems.

• Steered production and writing of video assets for some of Warner Bros. Discovery’s most sensitive government, philanthropic and CSR partnerships, including the Elie Wiesel Foundation for Humanity, The Biden White House, Robert F. Kennedy Human Rights, the Congressional Black Caucus, The National Parks Conservation Association, The Smithsonian National Zoo, The Chesapeake Bay Foundation, and more. Created messaging, brand profiles, gala- and event-related content, and PSAs for digital and broadcast.

• Spearheaded planning, production, writing, and post-production of internal communications videos, including executive leadership profiles, corporate culture rollouts, employee and CSR spotlights, and product and brand developments.

• Traveled twice to Africa in partnership with the U.S. Department of the Interior and Congress, leading the creative and production crews to document U.S. government officials’ tours of Botswana, Kenya, and South Africa as part of anti-wildlife trafficking partnerships.

• Recorded videos and tributes to Oprah Winfrey upon her receipt of the Elie Wiesel Legacy Award from The Elie Wiesel Foundation for Humanity.

• Produced a two-plus-hour, pre-taped, fundraising gala celebrating Marion Wiesel’s 90th birthday for The Elie Wiesel Foundation for Humanity; the event raised nearly $3 million. VICE PRESIDENT, CONTENT STRATEGY / OGILVY WASHINGTON 2012 – 2015 / Washington, D.C.

• Led content strategy for select B2B and B2C clients across digital media platforms, working with account strategy/insights teams to turn audience research, business goals and social media strategies into actionable content, from high-level, brand storytelling concepts to writing and editing long- and short-form digital and video assets. Clients included BP, Dupont, Abengoa Bioenergy, Prudential.

• Produced digital graphics and animated videos for BP to turn dry data and economic impact reports into human-scale stories to which audiences could better relate and understand.

• Wrote and produced brand videos and digital articles about chemical manufacturing and bio-based energy production to help audiences understand the impact of industry in local communities.

• Conceptualized and executed the digital/social support for Nationwide Insurance’s Peyton Manning/ “Jingle” TV spot, which garnered 20 million organic impressions online, making it one of the brand’s most effective digital ads ever.

ADDITIONAL RELEVANT EXPERIENCE

• USA TODAY/Gannett Co. Inc., Director of Content, Consumer Media

• Mindshare Interactive Campaigns, LLC, Account Supervisor

• America Online (AOL), Executive Producer/Programming Director AOL News & Network Programming

• The Washington Post/washingtonpost.com, Senior Producer EDUCATION

MASTER OF ARTS, JOURNALISM

University of Southern California

BACHELOR OF ARTS

Tufts University