Matt Elggren

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| Professional Profile | Creative Director and Producer experienced in advertising, promotions and video production. Strong production, writing, management and client development skills. Producing compelling campaigns that realize marketing objectives and grow business opportunities.   * Assemble and manage creative teams to collaborate on video projects * Write compelling scripts that address marketing challenges and research * Shoot cinematic digital video; edit and design with Adobe Creative Suite * Solve technical and analytical problems through experience and teamwork * Manage staff and client accounts with attention to detail and organization * Enhance brand images using influential design styles and artistic techniques |
| Professional Accomplishments | Creative video solutions management, advertising and marketing   * Directed strategic and creative video production and client relations for Comcast Spotlight while growing from #4 to #1 in ad sales market share. * Brought in over 300 new production clients in 10 years using advanced digital creative solutions and personalized client service. * Launched start-up broadcast station, KPNZ Television, to “Fastest Growing Affiliate” status as Production Manager and Promotions Director. * Won Emmy and numerous awards as Promotions Producer for KSL 5 Television, the highest-rated Utah broadcast station during my tenure. |
| Experience | 2007 – 2018 Creative Services Lead, Comcast Spotlight, SLC UT 2002 – 2007 Production Manager/Promotions Director, KPNZ Television, SLC UT 1994 – 2002 Promotions Producer & Spec. Projects, News Editor/Photog, KSL-5, SLC UT |
| Education | BA Mass Communications/Advertising University of Utah |
| References | (continued on next page) |

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| References | Alex Belohrad, Comcast Spotlight Mountain Region Creative Services Manager  (720) 210-8637  M’Kay McGrath, General Manager, Comcast Spotlight Utah  (801) 750-5207  Steve Lindsley, former Regional Vice President, Comcast Spotlight  (801) 201-4261  Kurt Gentry, former General Manager, KPNZ Television  (702) 299-5878 |