Matt Elggren

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| ProfessionalProfile | 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
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| ProfessionalAccomplishments | 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.
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| Experience | 2007 – 2018Creative Services Lead, Comcast Spotlight, SLC UT2002 – 2007Production Manager/Promotions Director, KPNZ Television, SLC UT1994 – 2002Promotions Producer & Spec. Projects, News Editor/Photog, KSL-5, SLC UT |
| Education | BA Mass Communications/AdvertisingUniversity of Utah |
| References | (continued on next page) |

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