

Matthew Christopherson

I am a communication professional with over 20 years' experience in strategic communication, television production, digital media, branding, and managing social media. I have a strong passion for leading employees and mentoring students.

EXPERIENCE

CBS Corporation, Southfield, MI — *Digital Content Manager*

January 2018 - Present

- Manage CBSDetroit.com, CW50Detroit.com and Motorcitycreative.com.
- Manage, hire and train the digital content team.
- Create written and video content for the websites.
- Create digital and social media advertising campaign.
- Manage Facebook, Twitter, Instagram, LinkedIn, YouTube, Vimeo and more.
- Create Two-Year Communication Plan for CBS in Detroit.

CBS Corporation, Southfield, MI — *Writer/ Producer / Director*

August 2003 - January 2018

- Manage & produce content for websites and social media.
- Write, shoot, and edit commercial and promotional content.
- Produce and direct weekly public affairs show.
- Manage & coordinate special events, street team and interns.
- Launched & produced morning news program.

Journal Broadcast Group, Lansing, MI — *Writer/ Producer*

September 2001 - August 2003

- Produced, shot, and edited commercials and promotional content.
- Facilitated daily schedule and billing to clients.
- Renovated edit suites to state of the art facility.

Young Broadcasting, Lansing, MI — *Associate Producer*

August 2000 - September 2001

- Reporter, Videographer, editor, and writer for the newscast.
- Managed website, video packages and news stories online.
- Weekend Assignment Editor & Associate Producer for Morning Newscast.

EDUCATION

Purdue University, W. Lafayette, IN — *Masters of Science in Communication*

August 2016 - April 2018

Purdue University, W. Lafayette, IN — *Grad. Certificate in Strategic Communication Management*

August 2016 - March 2017

Michigan State University, E. Lansing, MI - *Telecommunication: Media Arts*

August 1996 - May 2002

22833 Heatherbrae Way

Novi, MI 48375

(248) 763-6618

mchristopherson@icloud.com

SKILLS

Adobe & Final Cut

Multimedia Production

MacOS, iOS

Manage and Train Employees

Multimedia Production

Remote & Studio Producer

Social Media Management

Strategic Communication

Planning

Wordpress Management

AWARDS

Kell Star Employee of the Quarter 2009

MI-NATAS Emmy Nominee 2009

MI-NATAS Emmy Nominee 2010

VOLUNTEER

VOCAA - Board Member/ Pool Committee Chair

HOA Board member, hiring, training, schedule and supervising pool and lifeguards, manage yearly budget and purchases.

Cub Scout Pack 239 - Committee Chair

Leading scouts and parent, chairing committee meetings, programming, fundraising, recruiting, training and developing an annual budget.