



MATTY SCHINDLER

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Creative marketing professional with agency, freelance, and in-house marketing experience skilled in balancing production and client facing needs. Hard-working creative with a passion for storytelling through video, graphic design, and copywriting. Team player that builds and manages brands leveraging social media, digital marketing and websites. Dedicated marketer committed to delivering high quality results for clients under tight timelines.

Industries Served

Higher Education
Small Businesses
Non-profits
Healthcare and Hospitals
Technology
Music

Competencies

Project Management
Copywriting
DSLR/HD Camera Op
Video Editing
Songwriting
Blogging
Animation
Graphic Design

Technical Skills

Adobe Creative Suite
Drupal
Wordpress
HTML/CSS/JS
Constant Contact
Google Analytics
ProTools

Education

University of St. Thomas
Masters of Science - Software
Business Analysis (50% complete)

University of Wisconsin-Madison
BA - German and English

Madison Area Technical College
AA- Visual Communications

Awards

Four Stars Record Review,
Blender Magazine
Best New Band, City Pages

PORTFOLIO

Marketing Projects Managed



Integrated Marketing - interfaced with clients to develop messaging, applied brand guidelines, created all digital assets, and deployed communications across all channels (social, video, email, digital, and print)



Web Development - designed, wrote copy, built, and maintained websites or landing pages for clients in multiple industries using WordPress and SEO.



Social Media Management - created social media campaigns, engaged the audience to effectively grow the brand awareness, addressed brand challenges, and grew social media communities with limited advertising budgets.



Graphic and Motion Design - designed graphics for clients and brands, wrote musical pieces and video scripts, produced videos or live-shows, and edited videos to meet client expectations.

Creative Expertise

Social - applied strong brand knowledge, designed graphics, wrote the copy, and scheduled posts for multiple clients including curated video stories that consistently engaged the community.

Video - led the video production from concept through post-production for client including script writing, musical score, and modifications for repurposing across channels.

Music - wrote, recorded, and released 6 full-length albums of original music that resulted in song placements on television and video games.

Brand Communications - performed research, created internal and external communications, applied brand standards to ensure alignment of messaging, and drove brand awareness that increased sales.

Experience

Marketing Assistant, The Geo Group Corporation (Aug. 2019 - May 2020)

Video Producer (freelance), Madison Area Technical College (2017 - 2019)

Production Assistant, Metta Monday Creative (Fall 2018)

Strategic Marketing & Communications Asst, MATC (May 2016 - May 2017)

Producer, UW Health Culinary (Spring 2016)

Creative Director and Music Producer, Faux Jean (1999 - Present)

