

MATT BROOKENS - Director / Producer

213-309-5336 | mattbrookens@gmail.com | www.mattbrookens.com | [Linked in](#)

PROFILE

- **\$124** Million in profit attributed to creative
- **20 yrs video experience** (scripted & unscripted)
- **105 shorts** (narrative & branded) +1 **feature comedy** as director/producer/writer
- Jack of all trades creative with positive can-do attitude.

AREAS OF EXPERTISE

Concept Development

Directing

Video Editing/Sound/Color

Narrative, Branded, Comedy Writing

Social Media Marketing

Project Management

Graphic Design

Talent Discovery

DSLR Cinematography

SOFTWARE (Expert Level)

Adobe CC: **Premiere**, Photoshop, Illustrator, InDesign, After Effects, Final Cut Pro 7 & X

ACCOMPLISHMENTS

- Increased social engagement for Musicians Institute by 96.93% from prev year. Enrollment up 11%.
- Grew profit to record high (\$124 million) for Guitar Center Private Label Brands in 2013 through creation/execution of multi-tiered campaigns. ([Examples](#))
- Generated over 1,000,000 views by creating Guitar Center Proprietary Video Program.

EXPERIENCE

VIDEO PRODUCTION MANAGER | MUSICIANS INSTITUTE ([YouTube](#))

Aug '14 – Mar '15

- Create click-able, serialized consistent reality/doc shows, demos, clinics, concerts, lessons, commercials.
- Data driven strategy: Write, direct, produce, shoot, edit, upload, share.
- Manage team + relationships across departments, agencies, PR firms, TV, artists and social networks.

SR. VIDEO PRODUCER / SR. ART DIRECTOR | GUITAR CENTER INC. ([YouTube](#))

Sep '08 – Aug '14

- Develop, pitch, produce, shoot, edit, upload artist interviews, performances & demos on YouTube
- Brand creation & design for 60+ music brands | packaging, ads, web, social media management
- Discover, recruit and manage relationships with talent.

ART DIRECTOR | UNILEVER '07 - '08

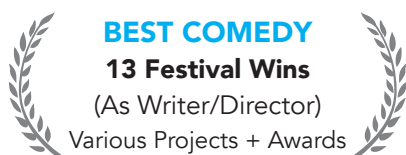
JR. ART DIRECTOR | MARKETING SUPPORT, INC. '05 - '07

SR PRESENTATION SPECIALIST | WILLIAMS LEA '02 - '05

PRODUCTION ARTIST | DRAFT FCB '98 - '01

NOTEWORTHY:

- Wrote/Directed/Edited 20 ep **comedy web series**, *Starving Artist Beatdown*
- Created **comedy punk band**, *Dr. Killbot*: Guitar/Lyrics/**Sketch comedy**/Managed/2 albums
- Wrote/Directed feature **comedy**, *The Art of Pain* - Distribution on **NETFLIX**



EDUCATION: B.A. Film/Video Columbia College | **Upright Citizens Brigade** | Power of the Pitch (Writer's Store)