



MATTHEW KOESTER

MULTIMEDIA DESIGNER & PRODUCER

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EDUCATION

THE UNIVERSITY OF NORTH CAROLINA AT CHAPEL HILL

School of Journalism and Mass Communication

Graduated May 2010 | Bachelor of Arts in Multimedia Journalism

EXPERIENCE

July 2010–Present
Greenville, N.C.

ADAMS & LONGINO ADVERTISING | Multimedia Designer and Producer

Manage all aspects of the agency's audio/video productions, including planning, production, and post-production; create effective marketing materials in a wide range of media; and maintain online and social media presence for multiple clients.

Aug. 2008–May 2010
Chapel Hill, N.C.

KALEIDOSCOPE MAGAZINE | Photography Editor

Carried out on-location fashion shoots for the biannual, student-produced fashion magazine; worked with writers to provide photos for feature articles; and covered the annual Kaleidoscope Fashion Show featuring models from around the community.

Aug. 2009–March 2010
Chapel Hill, N.C.

HEELPRINT COMMUNICATIONS | Graphic Designer, Advertising Staff

Created graphics for clients of the student-run advertising/PR agency, created and distributed fliers and other ads, conducted market research for clients, and created graphics for the agency itself.

June 2009–July 2009
Washington, D.C.

THE PERFORMANCE INSTITUTE | Graphic Designer

Designed support and promotional materials for conferences and seminars, including brochures, pamphlets, advertisements, and fliers, and edited publications to ensure accuracy and adherence to the organization's style guidelines.

Sept. 2008–Dec. 2008
Chapel Hill, N.C.

UNIVERSITY NEWS SERVICES | Photographer

Covered significant UNC-Chapel Hill events such as the chancellor installation ceremony, captured on-site feature shots of faculty and staff, and developed a visual catalog of all major buildings on the campus.

AWARDS

NEPTUNE AWARD: Best Online Video of 2012, Kadey-Krogen Yachts: "Hull Form Comparison"

NEPTUNE AWARD: Best Web Ads of 2011, Grady-White Boats: "Get Your Grady Face On"

JUDGES' AWARD: Best TV production in the 2010 AAF National Student Advertising Competition (District 3)

GRAND PRIZE: 2009 AAF-RDU Robert F. Lauterborn advertising scholarship

FIRST-EVER DESIGN WINNER: 2009 Magazine Association of the Southeast scholarship

SKILLS

DESIGN: Extensive knowledge of Adobe Photoshop, Illustrator, Acrobat, and InDesign

MULTIMEDIA: Skilled in audio/video gathering and editing using Final Cut Pro and Adobe Premiere Pro

PHOTOGRAPHY: Highly skilled with digital photography, photographic techniques, and post-processing

WEB: Experience with several web technologies including HTML, CSS, WordPress, Flash, and PHP