



# Matthew Ecclesiastre

Video Producer

Creative Director

High-Retention Storytelling

Paid Social Creative



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## About

Creative Lead / Director & Video Producer with 10+ years building high-performance, paid and organic video systems designed to maximize retention, engagement, and conversion across digital, social, and brand platforms.

## Education

California State University East Bay, Hayward, Ca. Bachelors in Fine Arts Degree, Multimedia - Video Production, 2010

## Awards

ADDY Awards x3 - Silver 2019 & 2020

Emmy Nominations X2 - New England Chapter National Academy of Television Arts and Sciences - 2013 & 2014

## Clients

- Anrold Worldwide
- Progressive • Jack Daniels
- Santander • Sprinklr
- Hyatt • Cisco
- Chewy • Floor & Decor
- HSN • Athena Health
- C Space • Wal-Mart
- Citi Bank • Heniken
- Anthem • Autodesk

## Experience

### Autodesk

Video Producer

Jan. 2023 - Present

- Led end-to-end production of high-retention video content across digital learning platforms
- Designed hook-driven storytelling structures to maximize engagement and watch time
- Built scalable video systems enabling consistent, high-volume content delivery
- Translated complex technical concepts into clear, audience-first narratives

### ConnectWise

Interactive Media Manager

2018 - 2023

- Produced high-impact video content for campaigns and live events (5,000+ attendees)
- Delivered fast-turn, high-volume content under tight deadlines
- Collaborated cross-functionally to align content with brand and business goals
- Optimized motion design and pacing for engagement and clarity

## Skills

- Premiere Pro • After Effects • DaVinci Resolve
- Camtasia • Lottie • Frame.io • Illustrator
- Photoshop • Cinema 4D • YouTube Studio
- Google Analytics • TikTok Creative Center
- Meta Ads Manager • ChatGPT • Runway
- Firefly • Midjourney • Descript • ElevenLabs
- CapCut • Notion z• Airtable • Asana • Miro
- Zapier • Webflow • HTML/CSS

### Finvi

Creative / Video

2020 - 2022

- Developed video and motion graphics content for marketing initiatives
- Maintain a library of visual assets and components for all platforms
- Applied performance-driven storytelling to improve audience engagement
- Supported creative strategy execution across multiple channels

### HSN

Motion Graphic Designer

2018 - 2022

- Created broadcast and digital motion content supporting on-air and marketing initiatives
- Delivered content in fast-paced production environments with tight turnaround cycles
- Designed visually compelling assets aligned with brand standards
- Implement marketing and digital media strategy as the creative lead on video and motion graphic projects

## Strenghts

- High-Retention Video Editing
- Social & Editorial Video Production
- Motion Graphics & Animation
- Hook-Driven Storytelling
- Content Systems & Scalable Production
- Creative Direction & Strategy