

# MATTHEW FARRELL

(267) 218-6689 | mrf5500@psu.edu

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## **Pennsylvania State University Donald P. Bellisario College of Communications**

*May 2022*

### **CommAgency**

*December 2018 – Present*

### **Lubert Editing Lab Supervisor**

*August 2019 – Present*

### **Nutty Buddy**

*August 2019 – January 2021*

### **Movin' On**

*September 2018 – Present*

### **Student Programming Association**

*August 2019 – Present*

### **Rip Roarin' Productions Internship**

*April 2020 – August 2020*

### **Penn State Arts & Architecture Internship**

*December 2019 – May 2020*

### **Penn State Film Camp**

*July 2019*

### **THON Production Committee**

*October 2018 – May 2018*

## **EDUCATION**

### **Bachelor of the Arts in Film/Video and Telecommunications**

- GPA: 3.9, Dean's List for all completed semesters
- Recipient of The Connie and Yanoshak Memorial Internship Award
- Recipient of 2019 President's Freshman Award for maintain 4.0 GPA
- Featured Artist in the Palmer Museum of Art's 2020 Creative Resolutions Exhibit

## **EMPLOYMENT**

### **Director, Producer**

- Collaborate with clients to develop plan for marketing content, organize shoots, and produce promotional material
- Lead production team by facilitating communication, organizing and conducting meetings, and overseeing shoots
- Film and edit client projects, tailoring final product to their guidelines

### **Supervisor**

- Supervise editing lab performing basic managerial duties
- Help students comprehend Adobe Suite and solve general computer issues

### **Social Media Manager**

- Develop social media marketing strategies in order to increase brand awareness
- Follow through on campaigns by creating content in Adobe Premiere and Photoshop

## **EXPERIENCE**

### **Creative Director**

- Organize, photograph, and video one of the largest student-run music festivals in America
- Lead Photo, Video, and Graphics teams in developing marketing initiatives
- Direct shoots in creating content yearlong for promotion of concert at the end of the semester

### **Videographer, Photographer**

- Develop marketing plan in order to promote college sponsored events
- Film and edit events to create content for various social media pages

### **Production Assistant**

- Aided in the production and postproduction of projects for various marketing clients
- Supported production team in both studio and field shoot

### **Communications Coordinator**

- Shot and produced a variety of content for Penn State's Arts & Architecture program
- Curated various social media platforms aiding in the College's branding

### **Counselor**

- Oversaw campers in day-to-day activities and various parts of the production process

### **Videographer, Editor**

- Created promotional and entertainment videos for largest student-run philanthropy in world
- Worked with other student teams in order to organize press involvement with the event