

# Matthew Cullum

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## Profile

Versatile self-shooting video producer with experience in both short-form online entertainment content and traditional linear broadcasting. Professional-level skills in all aspects across pre-production, production and post-production. Experience in working for big live events, with high-profile talent, and major brands.

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## Experience

### Video Creative | BuzzFeed | January 2017- Present

- Creating co-branded video content for major brands such as Samsung, Now TV, and Sky.
- Working across all aspects of the creative process for all projects including ideation in pre-sale, pitching, treatment and scriptwriting, directing the shoot, and overseeing the editing process.

### Video Producer | BuzzFeed | July 2015 - December 2016

- Launched BuzzFeed Motion Pictures' editorial video presence in the UK.
- Creating original short form content for BuzzFeed's YouTube and Facebook channels, focusing on a British audience. Grew the BFUK Facebook page by 500,000 likes in 4 months.
- Launched **Proper Tasty**, BuzzFeed's UK Facebook-based food channel. Amassed 13 million likes in less than a year and produced videos for major brands such as Diageo and Mondelez.
- Self-shot and edited every video myself.

### Assistant Producer | Global TV | September 2014 - July 2015

- Created original music entertainment content for both Capital & Heart TV.
  - Worked across pre-production (script-writing, talent booking, production plan), production shoots (directing, lighting, rigging) and post-production editing.
  - Led a logging/delivery team at the Capital Jingle Bell and Summertime Balls with a tight turnaround.
  - Worked with top talent (e.g. Taylor Swift, One Direction), and major brands including M&S and Clearasil (executing treatment, scriptwriting and production in response to their RFPs)
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## Key Skills

- Experienced editor on Adobe Premiere Pro
  - Adobe Photoshop, After Effects, and Audition experience
  - Camera Operator (Canon C300, Canon 5D/70D, Sony AFS7 and more)
  - Director of crews up to 15 people
  - Sound (on-set and studio)
  - Research and concept development
  - Scriptwriting (Final Draft/Celtx)
  - Talent booking/liaison
  - Lighting
  - Content delivery (linear and online)
  - On-screen experience
  - Pitching to major brands and client liaison.
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## Education

**University Of Warwick**  
BA (Hons) History (2:1)

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## Interests

Fashion | Music and pop culture | Writing | Tech & Gaming | Fitness | Cooking