

MATTHEW STOFFEL, CPPM

Creative Innovator & Strategic Leader

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SUMMARY

- Creative and strategic leader, project manager, analyst, and educator
- Accomplished video producer, brand manager and social media marketer
- Proven ability to bring ideas from concept to successful completion
- Strong technical and software skills in web, video production and IT

EMPLOYMENT

Muxer Media

CREATIVE DIRECTOR

6/2012 - NOW
MINNEAPOLIS
MINNESOTA

Created over 24,000 photographs, videos, web and graphic designs for various individuals and organizations such as the Central Roadracing Association and the Autism Society of Minnesota. Maintained organic growth year-over-year.

Capella University (Atterro)

COURSE PRODUCER, CONTRACTOR

3/2015 - 3/2016
MINNEAPOLIS
MINNESOTA

Prepared and produced provided course content files for web production utilizing HTML, CSS, JavaScript, ADA, and other standards. Maintain high quality assurance through diligent file management, clean code, improved processes, and attention to details while maintaining scope.

Internet Broadcasting Systems

MOTION GRAPHIC DESIGNER

8/2013 - 4/2014
SAINT PAUL
MINNESOTA

Created over 200 quality online and on-air broadcast spots with a high-end finished look while working cross-functionally to meet all deadlines. Utilized Adobe After Effects and Creative Suite, Final Cut Pro and Maxon Cinema 4D. Recognized for exceptional work on AARP(NH) campaign. Corporate promotional video featured at a national convention.

Best Buy Co., Inc.

MARKETING SPECIALIST Yellow Tag

8/2003 - 3/2013
RICHFIELD
MINNESOTA

Developed and produced creative content as a producer, writer, director, and editor of marketing and training videos.

COMMUNITY ADVOCATE ECC Social Media Leadership

Provided leadership and support as a producer, writer, director, and video editor of over 130 marketing, corporate training and storytelling productions. Influenced an over 3,000% increase in Best Buy Community's YouTube viewership resulting in a sizable growth in ROI including increased forum membership, positive brand engagement, and Social Media sales.

COMMUNITY CONNECTOR ECC Social Media

Awarded the Best Buy Chairman's Innovation Award for strategic brand management and marketing while partnering to implement root-cause solutions to customers and cross-functional teams. Wrote over 500 proactive and reactive posts on forums, blogs, Twitter, Facebook, YouTube, and other websites. Produced insights and reporting.

EDUCATION

UNIVERSITY OF ST THOMAS – Certified Professional Project Manager

MINNESOTA STATE UNIVERSITY – Honors Program, Marketing, Technical Communications

UNIVERSITY OF MINNESOTA – Continuing Education