

Matthew Soble

542 S. East Avenue
Oak Park, IL 60304

(312) 420-7038
matt@mattsoble.com
www.mattsoble.com

SUMMARY

I'm a creative professional with proven success in the advertising, corporate and broadcast communities. I possess superior communication skills, easily interacting with executives, process owners, professional advisors, and clients. My software knowledge includes Final Cut Studio, Avid, After Effects, DVD Studio Pro, Adobe Creative Suite, compression software and Microsoft Office products. I also have experience shooting in SD and HD and have worked in all phases of the video production process.

EMPLOYMENT

Independent Contractor Austin, TX, Chicago, IL 1995-2009
Producer/Editor/Videographer

- Work in a wide range of functions including producing, editing and motion graphics on corporate, advertising and broadcast projects.
- Edited a spot shown at USC Trojan football and basketball games.
- Clients include Stalelife, Razorfish, T3, United Airlines, Energy BBDO, The Second City, Trio Video and the Illinois Masonic Medical Center.

Really Really Big Industries Chicago, IL 2008-2009
Creative Producer/Director – Really Really Prime Kahuna

- Produced, edited, shot and created motion graphics for a wide array of training, presentation and internal marketing corporate videos.
- Clients include Motorola, Johnson Controls, Harrah's Entertainment, Symmetri Marketing Group, Mack Avenue Records and RacinToday.com.

T3 Austin, TX 2003–2007
Director of Motionworks – Videographer/Editor

- Designed and implemented the video department including an edit suite, production package and 18'x18' studio with green screen and lighting grid.
- Partnered with the IT and Management teams to strategize on equipment for the editing suite and the production package.
- Produced, shot, created motion graphics and edited video for client testimonials, branding, trade shows, websites, PSAs and internal marketing.
- Clients included Dell, JC Penney, American Express, Marriott, John Deere, Universal Studios, Nortel Network, i3 Research, Golf San Antonio and Count Me In for Women's Economic Independence.

Energy BBDO Chicago, IL 1998-2002
Interactive Designer/Webmaster (2001-2002)

- Designed and created online advertising banners, buttons and superstitials for the Illinois Department of Commerce and Economic Opportunity "Enjoy Illinois" tourism campaign.
- Created first interactive work to come out of Energy BBDO.
- Maintained the Energy BBDO intranet for the Interactive Services Group web page.

A/V Coordinator (1998-2002)

- Performed multiple tasks including shooting and editing strategy, branding, planning and presentation videos for current and potential clients.
- Supported the general A/V needs of the agency.
- Clients included Wm. Wrigley Jr. Company brands: Big Red, Juicy Fruit, Doublemint, and the Eclipse brand launch, Aleve, Kahlua, Beefeater Gin, Sauza Tequila, Cleveland Clinic, Illinois Department of Commerce and Economic Opportunity and Chicago Youth Centers.

EDUCATION

Mac University, Chicago 2000-2001

- Web Development Digital Boot Camp

University of Illinois, Urbana/Champaign 1989-1993

- BS - Broadcast Journalism