





MATTHEW HUTCHINSON

SENIOR PRODUCER | CREATIVE MANAGER

CONTACT

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-  Portland, OR
-  hutch.zone

SKILLS

- Creative Content Direction
- Digital Production
- Video Production + Editorial
- Figma | Adobe Creative Suite
- Airtable | Sprinklr | Jira
- Social Media | Digital Strategy
- Social Marketing
- Copywriting | Editorial Content
- Project Management
- Photo / Video Shoot Direction
- Animation Production
- Branded Content Partnerships

EDUCATION

M.A. Film, Video + Digital Media

Georgia State University
Atlanta, GA | 2003

B.A. English

Northern Arizona University
Flagstaff, AZ | 1999

INTERESTS

Biking, Hiking, Reading, Comedy Writing, Soccer, Camping, Pets, Mountains, Oceans, Maps, Family Adventures, Volunteering, Music, Zines, Podcasts, Peaceful Silences

PROFILE

Creative content producer and manager, specializing in campaign execution and brand development, most recently for Nike Global Brand Creative. Strategic leader and hands-on creator with 15+ years of experience producing breakthrough work across all media.

EXPERIENCE

SR. DIGITAL PRODUCER

NIKE GLOBAL BRAND CREATIVE | BEAVERTON, OR | 2022-2024

- Senior digital producer for performance running at Nike global brand creative.
- Supervised digital and social content creation from internal design team and external agencies and vendors.
- Supported and collaborated with the brand creative studio and global brand marketing in executing global campaigns across all digital channels and social media.
- Initiated communication and collaboration across global partners to ensure coordinated worldwide digital and social rollouts of high priority releases.
- Identified efficiencies and best practices in executing digital production workflows across Nike-owned channels and global social media.

DIRECTOR, DIGITAL + SOCIAL CREATIVE CONTENT

ADULT SWIM | ATLANTA, GA | 2018 - 2021

- Creative content director for Adult Swim digital and social media. Developed network content and audience engagement strategies. Led execution on all brand accounts, with a total social audience of over twenty million.
- Built and supervised staff of designers, writers, creators, producers and animators in executing operations. Managed freelance artists, agencies and fan communities in developing additional content and programming support.
- Collaborated with HBO Max marketing on the launch of their streaming platform. Helped shape the original marketing rollout for Adult Swim on HBO Max.
- Initialized team dialogue and co-curated content and takeover programming to actively diversify representation in Adult Swim social channels.
- Built an engaged community of passionate fans on social media. Established a brand voice that respected fans and rapidly grew followers and engagement.
- Developed content programming for Adult Swim live stream channels and Twitch. Produced and hosted a weekly streaming show.
- Collaborated with Warner Media ad sales to develop revenue-generating branded content partnerships with highest priority clients and projects.

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AWARDS

Emmy Award

Outstanding Achievement,
Television Crafts Achievement
Excellence: Writer - Short Form
Southeast Chapter

Cannes Lion

Bronze Lion in Media Branded
Content & Entertainment - Rick and
Morty and Pringles

Clio Awards

Bronze Award for Partnerships and
Collaboration - Rick and Morty and
Pringles

PROMAX / BDA Gold, Silver, Bronze

10+ PROMAX/BDA awards for short
form writing and production.

Atlanta Magazine: Best of Atlanta

2018 Best of Atlanta Streaming
Show: The Williams St. Swap Shop

Woodruff Fellow: Media

Innovation and Responsibility

The Woodruff Fellowship is Georgia
State University's highest award
presented to a media graduate
student.

COMMUNITY

18+ years volunteering for
community non-profits including
Atlanta Furniture Bank, The Upper
Chattahoochee Riverkeeper, Trees
Atlanta, Decatur Emergency
Assistance Ministry, City of Atlanta
Neighborhood Planning Units, Park
Pride, The Savannah College of Art
and Design, Portland Youth Soccer
Association, Portland Public
Schools, and Solve Oregon.

EXPERIENCE (CONTINUED)

SR. WRITER / PRODUCER, ON-AIR + DIGITAL

ADULT SWIM | ATLANTA, GA | 2009 - 2017

- Directed, wrote and produced on-air creative, including show launch campaigns, network image promotions, event marketing and network packaging.
- Directed on-air talent shoots, voiceover records, edit sessions, and sound design. Art directed original animation and broadcast design.
- Collaborated and developed strategies with PR, Marketing, Programming and Digital Media leadership teams on major brand initiatives.
- Supervised work of associate producers, production coordinators, and PAs.

WRITER / PRODUCER, CARTOON NETWORK

CARTOON NETWORK | ATLANTA, GA | 2006 - 2009.

- Developed new network brand identity for Boomerang Latin America; conceptualized and directed network identity campaigns.
- Wrote and produced on-air campaigns. Produced and directed video shoots for on-air and interstitial content.
- Developed, produced and directed original music documentary / reality series.

WRITER / PRODUCER, CNN INTERNATIONAL

CNN | ATLANTA, GA | 2006

- Wrote and produced award-winning on-air creative, including franchise image promos, programming campaigns, and show promotion. Produced and directed video shoots for global on-air interstitials and sponsored content. Directed on-air talent shoots, voiceover sessions, edit sessions, sound design and broadcast graphic design sessions

ASSOCIATE PRODUCER, TURNER SOUTH

TURNER BROADCASTING | ATLANTA, GA | 2003-2006

- Writer / producer of award-winning on-air content, concept-driven network image promos, movies, sports and topical program promotion.
- Directed on-air talent shoots, voiceover sessions, edit sessions, sound design and broadcast graphic design sessions. Produced and directed shoots for on-air.