

# Matthew Cotter

Social Media Content Creator & Specialist

## WORK EXPERIENCE

**WebstaurantStore**, Lancaster, PA, United States - On-site

The largest online restaurant supply store with 430,000+ items for sale.

**Social Media Producer** 2023 - 2025

- Produced over 200+ short-form social media videos in 2024 for all platforms.
- Pitched social concepts to managers, VPs and other key staff.
- Scripted, planned, coordinated and scheduled video shoots with in-house talent.
- Directed and produced content on set or around the office using studio lighting and cinema cameras.
- Edited videos using Adobe Premiere, optimizing for social sizes and look.
- Created a mix of UGC & polished content depending on audience.
- Assisted with LinkedIn community management, engaging and replying to brand mentions, posts and comments.

**Michael Baker International**, Harrisburg, PA, United States - Hybrid

Nationwide leading provider of engineering & consulting services.

**Digital Communications Specialist** 2021 - 2023

- Designed 15+ sleek, user-friendly websites for multi-million dollar broadband & transportation projects.
- Built effective project communication pipelines through custom websites.
- Ensured all deadlines were met by staying organized and proactive in a client-facing role.
- Leveraged client social media channels to communicate project milestones and important announcements.
- Organized over 15 in-person & virtual public engagement events on a local and state-wide level.
- Developed inclusive comprehensive communications plans for broadband and transportation initiatives to support successful project growth & completion including DE&I support for underrepresented communities.

**Air Dynamics**, York, PA, United States - On-Site

Industry leader in innovative air and material moving solutions for manufacturing.

**Sales & Marketing Engagement Specialist** 2020 - 2021

- Established and developed the company's first marketing department from the ground up.
- Managed all social media accounts, including Twitter, Facebook, LinkedIn and Facebook.
- Designed graphic materials including product logos, sales sheets, and promotional assets.
- Produced videos and photos of shop activities and company events for promotional purposes.
- Managed over 40 sales leads simultaneously.
- Coordinated B2B customer communication and customer support.

## PREVIOUS EXPERIENCE

**Fiverr Freelance Marketing Consulting**, Remote, 2 Years

**MVP Clubhouse Social Media Manager Internship**, Hybrid, 8 Months

**BU American Marketing Assoc. Social Media Coordinator**, On-Site, 2 Years

## CONTACT

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## ABOUT ME

I'm a social media expert who has lived and breathed social since as early as the first days of Instagram. As an early adopter of technology and software I find myself always learning about the newest trend or shopping for the newest gadget.

On the side I run and create content for my own travel social media account. Fun fact, I have traveled to 16 different countries. My dream is to permanently live and work in the UK.

Feel free to call me Matt or Matthew, either is fine. :)

## SKILLS

- Video Production
- Social Media Strategy
- Video Editing
- Content Directing
- Lighting & Rigging
- Photography

## SOFTWARE & TOOLS

- Adobe Premiere Pro
- Adobe Illustrator
- Adobe Photoshop
- Apple OS
- Windows OS
- Sony FX3 Camera

## EDUCATION

University of Stirling  
MSc Digital Media & Communication  
Stirling, Scotland  
Expected Fall 2026

Bloomsburg University  
B.S.B.A. Marketing  
Bloomsburg, PA

## INTERESTS

- Film Photography
- Biking
- Golfing
- Mechanical Keyboards
- Traveling
- Antiques