

Matthew Cotter

Social Media Content Creator & Specialist

📧 www.itsmatthew.com

WORK EXPERIENCE

University of Stirling, Stirling, Scotland, UK - Part-time

A leading research-intensive UK higher education institution.

Student Social Media Ambassador

2025 - Present

- Direct, shoot, and edit engaging short-form videos about campus and student life with fellow students, including a video I produced achieving 10.5M+ views.
- Collaborate with the university marketing team to align video concepts with current social trends and marketing initiatives.
- Serve as on-camera talent to represent the university for official promotional campaigns and digital marketing assets.
- Balance full-time postgraduate coursework with part-time work commitments, maintaining high academic standing and reliable video project delivery.

WebstaurantStore, Lancaster, Pennsylvania, United States - On-site

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

Social Media Producer

2023 - 2025

- Scaled the brand's digital presence by producing over 250 short-form videos, optimising video content across all major social platforms, maximising audience reach to new and existing customers.
- Owned the full lifecycle of video production process, including scripting, storyboarding, directing, and editing high-quality video content utilising professional studio lighting, cinema cameras, and Adobe Creative Suite.
- Strategised and developed a balanced content mix deploying both User Generated Content (UGC) and highly polished brand videos to effective target specific B2B and consumer audiences.
- Collaborated closely with leadership teams, pitching marketing concepts directly to Managers and VPs to elevate and develop seasonal digital marketing strategies.
- Actively managed LinkedIn brand mentions and posts while responding to comments and posts in real-time to maintain a positive brand presence.

Michael Baker International, Harrisburg, Pennsylvania, United States - Hybrid

Nationwide leading provider of engineering & consulting services.

Digital Communications Specialist

2021 - 2023

- Conceptualised and deployed 15+ websites used for project stakeholder communications for multi-million dollar broadband and transportation projects.
- Developed and led comprehensive communications strategies with project and community stakeholders in mind to effectively engage local communities.
- Facilitated weekly client-facing project meetings, ensuring proactive communication of project milestones along with on time delivery of digital communication assets.
- Managed paid and organic social media campaigns in coordination with local and government authorities to amplify project news and announcements.

Air Dynamics, York, Pennsylvania, United States - On-Site

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

Sales & Marketing Engagement Specialist

2020 - 2021

- Owned all incoming sales leads while coordinating client communications with internal departments.
- Built a comprehensive B2B marketing strategy from the ground up.
- Managed all social media accounts, including Facebook, LinkedIn, YouTube and Twitter (X).
- Produced graphic materials and marketing collateral to support business development efforts.

CONTACT

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ABOUT ME

Digital communications and content specialist with a background in analyzing human behavior to build highly engaged communities. Experienced in utilizing social media analytics to optimize performance, track audience insights, and directly inform business and content strategy. Proven track record of scaling brand presence across digital platforms, including creating viral videos that achieve multi-million view milestones. I focus on using platform data and behavior insights to build real audience engagement and drive digital growth for corporate brands.

SKILLS

- Social Media Strategy
- Social Media Analytics
- Creative Content Direction
- Video Production
- Community Management

SOFTWARE & TOOLS

- Adobe Premiere Pro
- Adobe Illustrator
- Adobe Photoshop
- Sprout Social
- SEMRush
- HubSpot
- Sony FX3 Camera
- Airtable
- Microsoft Ecosystem

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