

Matthew Geller | Highland Park, NJ
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[LinkedIn](#) | [Portfolio](#)

I use videography, photography, and a strong sense of storytelling to bring ideas to life in ways that are both clear and unexpected. I approach each project with creativity and curiosity, aiming to create content that connects people to brands in new, meaningful ways whether behind the camera or in the edit.

SKILLS

Videography & Cinematography – 6+ years | **Video Editing** (Adobe Premiere Pro, DaVinci Resolve) – 5+ years
Photography (Event, Portrait, Documentary) – 5+ years | **Story-Driven Content Creation** – 5+ years
Adobe Creative Suite (Photoshop, Lightroom, After Effects) – 4+ years | **Social Media Content & Strategy** – 4+ years
Drone Operation (FAA Part 107 Certified) – 3+ years | **Cross-Team Creative Collaboration** – 5+ years

WORK EXPERIENCE

Videographer/Photographer - Monmouth University, West Long Branch, NJ *11/2023 - Present*

- Captured and edited high-quality video and photo content for university events, campaigns, and social media to enhance visibility and community engagement.
- Led all phases of video production, from pre-production through editing, color correction, and sound mixing, ensuring consistently polished and professional work.
- Collaborated across departments to plan shoots and shape creative direction, ensuring alignment with Monmouth's messaging and visual brand.
- Maintained and managed a full inventory of video and photography equipment, guaranteeing technical reliability and shoot readiness.
- Conceptualized and edited a Super Bowl LIX commercial that aired in the Philadelphia market, blending narrative and branding for high-visibility impact.

Marketing Communications Coordinator - Sika USA, Lyndhurst, NJ *06/2022 - 11/2023*

- Conceptualized, scripted, filmed, and edited video content tailored to marketing strategies and audience needs across various campaigns.
- Coordinated nationwide video projects with clients, ensuring timely delivery and consistent brand messaging.
- Designed and managed visual assets for print, web, trade shows, and social media using tools like Adobe Creative Suite and Ceros.
- Maintained organized video libraries and design archives to support efficient future content creation.
- Supported web updates and content publishing through Adobe Experience Manager (AEM), contributing to a cohesive digital presence.

Marketing Coordinator - The Family Resource Network, West Windsor, NJ *03/2021 - 06/2022*

- Managed video production in collaboration with vendors and freelancers, ensuring projects stayed on budget and on schedule.
 - Developed and executed social media strategies that boosted engagement and expanded reach by nearly 200% across platforms.
 - Created and distributed email campaigns to a subscriber base of 50,000+ using Constant Contact.
 - Served as lead photographer and videographer for all organizational events and initiatives.
 - Promoted programs and services across New Jersey, with a focus on outreach to individuals with intellectual and developmental disabilities and their families.
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EDUCATION

The College of New Jersey
Bachelor's in Communication Studies – Radio/TV/Film, English Minor — 2019

Ewing, NJ