

Jonathan D. Matte

CAREER SUMMARY

Goal-oriented, decisive, strategic communications professional with more than 19 years experience within corporate and government settings. Extensive experience in managing and executing communications plans and programs. Proven innovative thinker with effective leadership, interpersonal, organizational and continuous improvement skills. Demonstrated capacity to successfully manage multiple projects, extended teams, and deadlines on time and within budget.

CORE SKILLS

Brand Management	Writing and Editing	Team Building/Leading
Media/Public/Community Relations	Strategic Communication	Event Planning & Execution
Social Media & Web Strategy	Digital Marketing	Website Development

PROFESSIONAL EXPERIENCE

Interim Communications Director	2016-Current
<u>City of West Allis – Department of Communications</u>	<u>West Allis, WI</u>

- Responsible for facilitating, developing and executing the internal and external communications strategy for the City of West Allis in support of the organization's mission, culture, processes and strategic initiatives. Maintain a pivotal role in helping the City enhance its communications aptitude, tools and engagement with internal and external constituencies.
- Manage the planning and implementation of communications and marketing programs promoting the vision, goals, activities, and image of City government to citizens, neighborhoods, business community and community leaders, which reflects executive leadership vision and collectively links to an overarching communications plan in alignment with City Council goals and City mission, strategies and culture.

Senior Video & Multimedia Specialist/Coordinator	2000 - 2015
<u>City of West Allis – Office of Video Communications Services</u>	<u>West Allis, WI</u>

- Serve as Executive Producer, developing programs and managing program content. Manage and supervise all aspects of media production including pre-planning, scripting, producing, directing and post-production to plan effective use of time, budget and materials to achieve a professional product. Review all program scripts and final products for quality, accuracy and appropriateness.
- Assist in developing and implementing annual department budget, including the forecasting of additional funds needed for staffing, equipment, materials, supplies, maintenance and repairs. Monitor and approve expenditures and implement adjustments as necessary.
- Analyze future production and operation requirements. Design, specify, install, calibrate, operate maintain, troubleshoot and repair equipment and software used for video and audio production, post production and transmission. Responsible for system infrastructure and inventory control.
- Manage the development and implementation of production and operating standards, policies, practices and procedures. Train employees and supervise their performance to achieve a product of high technical standards.
- Perform administrative duties including the development and maintenance of comprehensive documentation, written reports, memorandums, press releases, letters, and electronic correspondence, interaction with others, and communication through meetings and various media.

Wedding Videographer/Editor

2007 - 2009

Elite ProductionsMilwaukee, WI

- Customer-focus position producing stylized wedding videos that capture the essence of the day in a way that is incomparable.
- A customary, non-obtrusive style portraying the event as it occurs; from rehearsal to reception.

Producer/Editor

2000 - 2008

Milwaukee Public Television, "Outdoor Wisconsin"Milwaukee, WI

- Responsible for producing finished segments for inclusion in broadcast program.
- Edit segments utilizing AVID Media Composer and supervise online Hi-Def finishing sessions.

Senior Promotion and Marketing Writer/Editor/Producer

1999 – 2000

WDJT-TV CBS 58Milwaukee, WI

- Responsible for conceptualizing, writing, editing and producing on-air promos and commercials in a high-pressure fast-paced collaborative environment.
- Partnership with sales team in turning client's ideas into effective revenue generating commercials.
- Awarded Employee of the year for 1999.

Technical Director/Editor

1997 - 1999

WDJT-TV CBS 58Milwaukee, WI

- Responsible for coordination of all technical aspects involved in broadcasting three live nightly newscasts at an all-digital non-linear facility including management of six-person production crew.
- Directed and edited a weekly 30-minute talk show, "Belling and Co."
- Directed and produced the MDA Telethon.
- Awarded "Best Newscast" of 1999 from the Associated Press.

EDUCATION**B.S. – Communications, University of Wisconsin-Madison**

1993 - 1997

Video Production Internship

1995 - 1997

City of Madison – City Channel 25Madison, WI

- Coordinate and assist in all phases of live, remote and studio productions and meetings.

PROFESSIONAL AFFILIATIONS

City-County Communications & Marketing Association (3CMA)

Engaging Local Government Leaders (ELGL)

National Association of Telecommunications Officers and Advisers (NATOA)

REFERENCES

Professional and Personal References Available Upon Request