

MATTHEW W. HAYHURST

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~ CREATIVE VIDEO PRODUCER ~

Dynamic, hands-on leader, highly skilled in television, video and multimedia production.

Expert at producing live and recorded programming for linear, digital and social media platforms. Customer-focused and creative problem-solver outstanding at partnership management, relationship building, and teamwork development. Adept at meeting multiple, consecutive deadlines in fast-paced environment.

- **Television Video Production**
- **Project Conception & Development**
- **Social Media Management & Strategy**
- **Multiplatform Content Distribution**
- **Marketing / Public Relations**
- **Producing, Directing, Post Production**

Software: Final Cut Pro 7 & 10, Adobe Premiere Pro, Adobe Photoshop, DVD Studio Pro, Apple Compressor, Dalet Digital Media Systems, MS Office, Blogging and Social Media Platforms.

Equipment: Ross switchers, Tricaster switcher systems, Chyron graphics generator, Mackie audio mixers, Scorebox w/ Daktronic integration, 3 Play and Z Play replay platforms, both portable and studio lighting, various Panasonic and Sony camcorders (ie. P2 HD AG-HPX500 and PXW-X400) with Fujinon lenses ranging from 20x to XA55x.

~ PROFESSIONAL EXPERIENCE ~

Senior Director / Producer – TWC SportsChannel Carolinas / Spectrum Sports – Raleigh, NC 2015 – 2017
Managed resources and communications for TWC SportsChannel productions. Oversaw mobile production units, production resources and programming distribution on linear, digital and social media platforms. Teamed with key partners including the North Carolina High School Association and Carolina Panthers to maintain high production standards. Managed social media accounts. Researched, wrote and edited scripts / storylines for multiple formats.

- Supervised and assigned freelance staff of over 60 individuals, supporting more than 100 productions annually
- Executed logistics of production equipment, including mobile production trucks, remote locations, studio and in-house production control rooms, optimizing the success of programming and safety of gear and crew.
- Directed live and recorded events proficiently for linear, digital and social media platforms
- Collaborated with engineering, IT and vendors, building and launch 2 mobile production units that produced remote content for TWC SportsChannel
- Increased social media followers on Twitter (5K+), Facebook (1,200+), and Instagram (300+) by providing exclusive content, creative interaction, giveaways, and partnership promotion
- Created nationwide exposure by launching new series called “Conversations”, involving sports celebrities for both linear, on demand and online channels
- Worked with general manager to set project budgets, goals and deadlines, successfully maintaining costs

Director/Producer – TWC SportsChannel Carolinas – Raleigh, NC 2013 – 2015
Assisted in launching TWC SportsChannel from an on-demand platform to 24 hours linear sports channel. Point person for all NCHSAA events and launching 1st live coverage of both football and basketball games across state. National social media team leader for TWC SportsChannel. Worked closely with marketing and promotions to help create promotional spots for channel to increase viewership.

- Scheduled and coordinated NCHSAA Championships and TWC Games of the Week productions, ensuring flawless execution of live exclusive content on both linear channel and online stream.
- Integrated marketing initiatives through social media including developing and managing interactive audience strategies (ie. Miss North Carolina “Viewer’s Choice” & the “Play of the Year” campaigns) that grew followers
- Led a team of engineers, developing higher quality product in sports and lifestyle productions for distribution to Time Warner Cable customers
- Increased viewership by proficiently directing live and recorded events for linear, digital and social media

- Shot and edited special projects for both linear and digital platforms (i.e. Miss North Carolina vignettes, 100th Anniversary of the NCHSAA, STEM oriented programming)

Producer/Videographer – Time Warner Cable / Carolina On Demand – Raleigh, NC 2009 – 2013

Conceptualized, developed, produced and videotaped compelling content for the Carolina on Demand, Time Warner Cable's regional Video On Demand channel. Shot and edited feature segments for use on Carolina on Demand and News 14 Carolina. Encoded and distributed assets for Carolina on Demand. Launched social media accounts for on demand channel. Executed videography, lighting, audio and video editing for productions both in the studio and field.

- Produced NCHSAA championship events, managing multiple locations and production crew / facilities
- Distributed over 80 exclusive interviews and packages from 2012 Democratic and Republican National Conventions to on demand channels nationwide.
- Shot and edited featured segments for use on Carolina on Demand and News 14 Carolina, providing customers with exclusive content.
- Increased viewership and awareness by launching social media accounts for the on demand channel

Program Production Coordinator – Time Warner Cable / Carolina 24 – Durham, NC 2008 – 2009

Lead producer for public affairs projects, studio programming and special projects with elected officials and non-profit organizations including McCain Internet Project, Triangle United Way, East Wake Education Foundation and NCCTA

- Produced entries for annual Beacon Awards with Public Affairs team
- Produced, taped, and edited video projects for external and internal Time Warner Cable events and departments
- Increased responsibilities maintaining and growing relationships with Time Warner Cable partners
- Executive Producer for Second Cinema, a show about independent film in North Carolina
- Produced cross departmental video projects for Marketing, Media Sales, Human Resources, and Tech-Ops

Production Specialist II – Time Warner Cable / Carolina 24 – Durham, NC 2006 – 2008

Developed and produced original programming for Carolina 24, Time Warner Cable's local origination channel. Created, implemented, and managed station identity for Carolina 24 (formally Triangle Television) in Durham and Carolina 10 in Newport which included website creation, promotional spots, and graphics integration.

- Audio operator for all live local origination studio productions
- Producer/Director of original programs including City Life, Second Cinema, and The Collective
- Produced featured segments and training videos for Time Warner Cable's internal communications team
- Maintained studio operations including scheduling and equipment maintenance
- Photographed and edited public affairs projects for local counties as part of company's in-kind services program

Production Specialist I – Time Warner Cable / DCTV-8 / Triangle Television – Durham, NC 2003 – 2006

Oversaw operations of Durham Public Access Channel and assisted with Triangle Television productions.

- Provided customer service for Durham residents and elected officials / talent through PEG facilities
- Managed camera / editing / lighting training, studio production training, and assistance with PEG studio shows
- Operated cameras for live Durham city hall events
- Maintained and updated training materials, editing software, and public access producer information
- Produced and edited promotional spots for both DCTV-8 shows and Triangle Television

~ EDUCATION ~

Bachelor of Arts (BA), English / Film & Media Studies

University of Florida

Gainesville, Florida

