

Matthew Brookens

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[Unscripted Reel](#) | [Comedy Reel](#) | [Music/ Docu Reel](#) | [Design Portfolio](#)

Creative Director | Filmmaker | Lead Video Editor

Brand Storytelling | Video Production | Content Strategy

Award-winning **Creative Director, Filmmaker, and Video Editor** with **18+ years of experience** crafting **high-impact brand narratives, marketing campaigns, and entertainment content**. Passionate about **storytelling, cinematic visuals, and audience engagement**, I bring a **hands-on approach to directing, editing, and producing** across film, television, branded content, and digital platforms.

I thrive on **bringing creative visions to life**, whether leading **brand campaigns, directing films, or cutting engaging promos**. With a **strong background in visual storytelling, comedy, and marketing-driven content**, I excel at **pitching ideas, leading teams, and delivering polished, compelling work** that resonates with audiences.

Key Expertise

- ✓ **Creative Direction & Visual Storytelling** – Leading **brand campaigns, video projects, and marketing-driven narratives**
 - ✓ **Video Editing & Post-Production** – Specializing in **film, TV, trailers, promos, and high-engagement digital content**
 - ✓ **Multi-Platform Content Strategy** – Developing **video and marketing content** for TV, digital, streaming, and social media
 - ✓ **Comedy & Narrative Storytelling** – Skilled in **sketch, satire, screwball, broad comedy, and humorous interviews**
 - ✓ **Pitching & Presenting** – Expert in **selling creative ideas, developing pitch materials, and leading client presentations**
 - ✓ **Team Leadership & Collaboration** – Managing and mentoring **editors, designers, writers, and production teams**
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Professional Experience

Freelance Creative Director | Filmmaker | Video Producer

2015 – Present | Remote

- Directed and produced the 2.5-hour audio drama **Illinois Hell Hole**, assembling a team of **Hollywood voice actors**, an **SNL star**, **sound engineers**, and **designers** for an immersive storytelling experience.
- Edited and produced major TV and digital projects, including [Expedition Bigfoot \(TRVL\)](#), [Swamp People](#) (History), and CBS's [Secret Celebrity Renovation](#).
- Developed trailers, promos, and brand content for entertainment, marketing, and digital campaigns.
- Worked with corporate and entertainment clients to enhance their visual storytelling, brand messaging, and audience engagement.

[CBS / Paramount+](#) | Senior Video Editor & Content Producer

2018 – 2022 | Remote

- Edited and produced marketing content for **Young Sheldon**, **NCIS**, [Criminal Minds](#), **Evil**, and [Halo the Series Aftershow](#), driving engagement for **CBS's primetime lineup**.
- Created high-impact trailers, promos, and digital content for social, streaming, and network platforms.
- Collaborated with showrunners, marketing teams, and motion designers to craft compelling story-driven marketing assets.

[Pilgrim Media Group \(Lionsgate\)](#) | Lead Editor & Content Producer

2017 – 2024 | Remote

- Led creative development for sizzle reels and pitches, helping secure network deals for new series concepts.
- Edited and shaped branded content, including [Secrets of the Garden](#) (National Geographic & Proctor & Gamble), transforming corporate messaging into engaging, story-driven video content.
- Worked directly with VPs and producers to craft visually compelling, high-energy pitch materials.

[Guitar Center](#) | Senior Art Director / Video Producer

2008 – 2014 | Los Angeles, CA

- Directed, produced, and edited branded content for **Guitar Center TV**, including artist interviews, product demos, and commercials—earning **90M+ views** on YouTube.
- Led major rebrands for **Simmons Electronic Drums** and **Orange County Drum & Percussion**, creating packaging, print ads, web content, social media, and in-store displays.
- Executed high-profile brand collaborations, including a **Travis Barker** interview campaign tied to product releases and retail activations.
- Worked closely with product managers, sales teams, and designers to align brand storytelling with retail and e-commerce strategies.
- Managed a team of five designers and video creatives, overseeing content strategy and execution.

Musicians Institute | Video Production Manager

2014 – 2015 | Los Angeles, CA

- Built and led an in-house video team, overseeing content creation, marketing strategy, and YouTube optimization.
- Developed serialized content and interviews, increasing YouTube engagement by **96.93%** in one year.

Alberto Culver (Now Unilever) | Art Director & Senior Designer


2006 – 2008 | Chicago, IL


- Designed packaging and branding for **TRESemmé**, **VO5**, **Nexxus**, and **St. Ives**, ensuring consistency across global markets.
- Led product branding for **VO5** in South America, overseeing packaging, print ads, and product marketing materials.
- Worked closely with marketing and research teams to refine product positioning based on consumer behavior studies.

Notable Projects & Achievements

 **Secret Celebrity Renovation (CBS)** – Hired and led post-production team, ensuring top-tier storytelling.

 **Illinois Hell Hole (Self-Produced)** – Directed and produced a Hollywood-caliber audio drama with AI-driven marketing and immersive storytelling.

 **The Art of Pain (Feature Film)** – Wrote, directed, and managed a feature film with an 80+ person team, distributed on Netflix & Amazon.

 **150M+ Views Across Digital & Social** – Created viral content that drove massive

engagement for major brands and entertainment platforms.

🏆 **Telly Award Winner (2020)** – Recognized for **excellence in video editing & branded content marketing**.

Education & Training

🎓 [Columbia College Chicago](#) – Bachelor of Arts, Film 1999

🤖 [Upright Citizens Brigade](#) – Advanced Improv & Sketch Comedy

Software & Tools

🎬 **Video & Design Software** – Adobe Creative Suite (**Premiere Pro, After Effects, Photoshop, Illustrator, InDesign**), Avid, Final Cut Pro

📊 **Marketing & Brand Growth** – Developing **high-impact video and marketing content** to increase engagement and sales

🎬 **Production & Post-Production Leadership** – Hiring, mentoring, and managing **creative teams and workflows**

Why Work With Me?

✅ **Vision-Driven Storytelling** – I craft **engaging, high-impact content** that resonates with audiences.

✅ **Multi-Disciplinary Expertise** – Skilled in **film, branding, marketing, and digital content creation**.

✅ **Proven Track Record of Success** – From **feature films to brand campaigns**, I deliver results.

✉️ **Let's Connect** – If you need a **Creative Director, Filmmaker, or Video Editor** who knows how to **execute with excellence, pitch ideas, and craft unforgettable content**, I'd love to chat! 🚀