

MATTHEW STERLING

EXECUTIVE PRODUCER / CREATIVE DIRECTOR / PREDITOR

HIGHLIGHTS

- Award-winning producer / editor with expertise in corporate marketing and communications
- 10+ years on staff with in-house creative services teams for large corporations
- Manager of multi-million dollar projects via both agencies and in-house teams
- Seasoned creative leader for both domestic and international productions
- Expert-level abilities in Adobe Creative Suite, Davinci Resolve, and other video & audio software
- Extensive history with network servers, Frame.io, AirTable, and other project management tools
- Clients include: Sony, Ford, G.E., Pepsico, Viacom, AMC Networks, Lonely Planet, Bain & Co.

EXPERIENCE

NC2 Media & Lonely Planet - Director / Executive Producer (2012-2023; Nashville & London)

- Creative lead for all video: web; social; digital; commercial; broadcast; marketing; and communications
- Supervised end-to-end production of 250 episodes of non-fiction TV and over 1,000 short-form videos
- Scripted, produced, and edited campaigns for sister companies Western Spirits, Calumet Farm, OutwildTV
- Sourced, hired, and managed staff of two-dozen video producers, editors, and support personnel
- Responsible for all schedules, budgets, vendor contracts, invoices, legal and stakeholder feedback
- Cross-functional collaborations with all departments (C-Suite, Marketing, B2B, Tech, Publishing)
- Oversaw all studio assets: media storage and archives; gear and equipment (cameras, lights, sound)

Freelance Film & Video Editor (2011-2012 / 2024-Present; New York & Nashville)

- Feature films: "Blue Like Jazz" (Lionsgate); "Sun Moon" (Sony); "The Second Chance" (Sony)
- Corporate marketing and training videos (Discovery Networks, Pepsico, G.E., Bain & Co., PBS)
- Music videos and live music specials (Viacom / UMG / Warner Brothers / Eagle Rock)
- Broadcast promotions and theatrical trailers (EPIX, Current TV, Lionsgate)

AMC Networks - Senior Producer / Editor (2006-2011; New York)

- Created 300+ on-air promotional spots for Sundance Channel and Voom HD
- Directed 5.1 surround sound audio mixes and handled all broadcast deliverables
- Collaborated on numerous branded entertainment promotions for Fortune 500 companies
- Developed department SOP manual and trained Assistant Editors and Post PAs
- Youngest staff member promoted to senior-level creative position

EDUCATION

B.A. - Film & Video Theory and Production - Belmont University (Honors Program)

AWARDS

2007 - 2010: ProMax honors for Best Editing (twice) & Best On-Air Campaign

2022: AMPAS Nicholl Fellowship Semi-Finalist (Motion Picture Screenplay)

ADDITIONAL SKILLS

Teaching & Mentorship

Guest lectures at Belmont University, Lipscomb University, and Nepris Virtual Classroom

Writing

"Lonely Planet's Best Ever Video Tips" (Book) / Multiple Feature Film Screenplays