

Matthew Schroeder

Philadelphia, PA

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Professional Summary

EMMY Award-winning content producer with over 10 years of experience leading broadcast, live, and digital video productions from concept through delivery. Proven track record in producing high-impact branded content, managing cross-functional teams, and executing creative campaigns across platforms—including broadcast, social, and web. Adept at working in fast-paced, high-growth environments with the ability to balance creativity, logistics, and technical execution. A collaborative leader with a passion for storytelling, innovation, and process improvement.

Core Competencies

Broadcast & Digital Production | End-to-End Campaign Execution | Cross-Functional Collaboration | Team Leadership & Mentorship | Studio & Field Shoots | Post-Production Oversight | Vendor & Budget Management | Creative Problem-Solving | Branded Content Development | Motion Graphics & Sound Design | Avid Media Composer | Adobe Creative Suite Scheduling & Project Management | Remote & In-Studio Production | Asset Versioning

Professional Experience

Content Producer

NBC Sports Philadelphia – Philadelphia, PA

October 2017 – Present

- Lead production of daily broadcast and digital content for six live news, sports, and post-game shows.
- Oversee pre-production, production, and post-production of feature segments, live interviews, documentaries, and social content.
- Manage timelines, budgets, and cross-functional communication across editorial, technical, and talent teams.
- Edit 15–20+ videos per day, integrating sound, motion graphics, and studio branding.
- Direct field and studio shoots, including long-form storytelling and short-form promotional content.

- Collaborate closely with producers, editors, and engineers to ensure flawless broadcast execution and fast-turnaround edits.
- Build and maintain relationships with vendors, freelance crews, and external PR teams.
- Spearhead the rollout of new visual storytelling formats and production workflows to support evolving brand and audience needs.

Associate Content Producer

Comcast SportsNet – Philadelphia, PA

May 2012 – October 2017

- Led creative development and production for live and on-demand sports content.
- Supervised post-production teams, ensuring consistency in editing, graphics, and narrative quality.
- Coordinated large-scale field shoots, including documentaries, athlete features, and promotional campaigns.
- Mentored production interns and junior staff on editorial judgment and technical workflows.
- Built and maintained content libraries and edited segments for broadcast and digital release.

Awards

2015 Mid-Atlantic Regional EMMY Award Winner

2018 Mid-Atlantic Regional EMMY Nominee

Technical Skills

Avid Media Composer & NewsCutter | Adobe Premiere Pro | After Effects | Photoshop
Chyron Graphics | Microsoft Office | Google Drive | Slack | Discord | Zoom | Teams

Education

Towson University

B.S. Electronic Media and Film