



Matt Barnes

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MatthewJosephBarnes@gmail.com • <http://www.mattbarnesphoto.com>

○ Profile

Works well in challenging, fast-paced, high-stress and deadline-oriented environments individually or as part of a team. Proficient in project management and digital technology; also heavily experienced with customer and employee relationships as well as technical support. Knowledgeable in digital media standards, Passionate about photography, fine art, its history and technique.

○ Work Experience

Action Couch Productions - Chicago, Illinois

2009 - Present

Social Media Director

Responsible for overseeing Action Couch's Social Media Strategy across all internal brands and platforms. I coordinate with other directors to support the company's mission. I ensure that social broadcasting is fully integrated with all other efforts across the company's portfolio, as well as managing the Central Social Media budget. Twitter: @FunemployedShow FunemployedChicago.com

- **Responsible for developing and implementing Action Couch's social media strategy, ensuring its effectiveness and encouraging adoption of social media techniques into all of Action Couch's products and services**
- **Responsible for developing brand awareness, generating inbound traffic and managing the syndication of brand messages across multiple social networks to maximize viral ability. Posting on relevant blogs, and seeding content into social applications as needed.**
- **Responsible for ensuring all social media tools are kept up-to-date and day-to-day activities and campaigns are effective. Creating functional html email blasts that will generate new fans to the brand.**
- **Front line advocate of Action Couch in social media spaces, generating dialogue to build a brand network to spread the word about Action Couch. Shooting behind the scene footage on set to incorporate into Action Couch's website.**
- **Responsible for monitoring benchmarks to measure the impact of social media programs. Review and report on the effectiveness of campaigns. Being the eyes and ears of the Action Couch brand as trends surface.**
- **Strong project management and organizational skills. Responsible for functioning as the contact between Action Couch and potential clients.**
- **In-depth knowledge and understanding of social media platforms and their participants (Facebook, Digg, Youtube, Twitter, Flickr etc.) and how they can be utilized in different scenarios. Creating out of the box ideas that will generate interest in the brand.**
- **Ability to effectively communicate information and ideas in written and verbal format, and build and maintain relationships.**

Panoramic Images - Evanston, Illinois

2008 - Present

Head in House Scan Operator / Digital Media Specialist

Responsible for scanning with retouching. Scanning images provided by the Director of Photography and scan on demands based on client requests. Panoramicimages.com President: Doug Segal Phone: 312.953.7872

- **Maintains and develops digital image database.**
- **Maintains current knowledge of emerging technologies and their present and potential uses in art and related disciplines.**
- **Ensures that images have proper Metadata**
- **Trains and manages international photographers on correct digital workflow practices.**
- **Head digital stitching specialist for multiple and single row stitched SLR shots.**
- **Assesses RAW files, determines what further process is needed, directs the process and approves final file.**
- **Determine new content based on previous sales.**
- **Monitors quality of all other scanner's files and assures that standards are met.**
- **Manages and approves all image traffic sent offshore for cleaning. Assesses and approves return files.**
- **Manages file transfers over the web to vendors.**
- **Knowledge of *Getty Images* image specifications.**
- **Provides quality control for problematic digital images submitted by photographers.**
- **Coordinates and confirms correct caption data before branding physical asset.**

FillPrints - Evanston, Illinois

2008 - Present

Head of Print Fulfillment

Controls, organizes and monitors the flow of printed materials in company. Confirm product specifications, monitor the quality of the product, ensuring deadlines are met. fillprints.com President: Doug Segal. Phone: 312.953.7872



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- **Responsible for identifying, reconciling, and resolving discrepancies on payments to suppliers and payments from clients.**
- **Responsible for managing images for print on demand items with fulfillment suppliers.**
- **Quality control of digital assets to ensure they meet print standards.**
- **Responsible for photo research for client requests.**
- **Managing current, new and potential clients.**
- **Creatively cropping images to fit print ratios.**



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Columbia College - Chicago, Illinois Visual Resource Assistant

2007 - 2008

Working both independently and in a team environment. Responsible for assisting faculty members with digital image requests, slide circulation and visual resource center questions. VR Coordinator: Cole Robertson 312.369.7427

- **Assists the VR Coordinator with image collection development.**
- **Maintains digital and analog image resources.**
- **Performs copy photography, slide scanning, image editing and post processing.**
- **Helps train faculty, staff and students in specific technical skills and the use of variety of teaching tools.**
- **Assists faculty users of the visual resources collection and helps to oversee slide circulation.**
- **Performing image research based on faculty requests.**
- **Identifying duplicate images for removal from the online database.**

○ Shooting

Panoramic Images

2009 - Present

Shoots and edits imagery based on the creative needs of the organization and its customers. Works independently and with the DP/Managing Editor. Shoots, edits and evaluates photography as requested, and always seek new photographic opportunities to develop partnerships internally as well as externally.

- **Shoots images with the intent of rights managed stock use (ex. Getty Images)**
- **Captures images that will be used as large high end fine art.**

Matt Barnes Photography

2004 - Present

Uses the photographic medium for portraiture, advertisement, stock imagery, and fine art.

- **Shoots images with the intend of royalty free stock use.**
- **Produces commercial art prints.**
- **Creates user intended websites (ex. artists, musicians, & real estate agencies)**
- **Optimizing website volume, and quality of traffic to site.**
- **Captures portfolio photographs (ex. actors & musicians).**

○ Education

Columbia College Chicago - Chicago, Illinois

2005 - 2008

Bachelors of Art in Photography

College of Lake County - Grayslake, Illinois

2004 - 2005

Undergrad - General

University of Illinois at Chicago - Chicago, Illinois

2003

Undergrad - General

Mather High School - Chicago, Illinois

1999 - 2003

High School Diploma

○ Skills

Applications

Adobe Creative Suite CS3/CS4/CS5, Adobe Lightroom, Adobe Premiere, Final Cut Pro, FlexColor, SliverFast, Nikon Scan 4, Filemaker Pro, iView Media Pro, Quickbooks, Microsoft Office Suite, HTML, CSS, JavaScript, Wordpress, FTP, Google Analytics/AdWords, SEO, SEM, and Web 2.0 standards.

Platforms

Windows - XP, Vista 64-bit, Windows 7. **MacOS X** - Tiger, Leopard, Snow Leopard

Scanners

Imacon Flextight 343, 848, & 949. CoolScan 1000 LS slide scanner, Epson 3200/4990/1680 flatbed scanner. Fuji Celsis 5250 drum scanner, Screen 1030AI drum scanner.

Cameras

Cambo 4x5 rail camera, Fuji 6x17 panoramic camera, Segal 6x6 medium format. All Digital SLRs, All Film 35mm cameras.

Hardware

Apple Xserve Cluster Node, Apple Xserve RAID, and all aspects of building a computer.