

MATT GILLMER

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SENIOR VIDEO PRODUCER & EDITOR

Award-winning multimedia storyteller with over 20 years of experience producing video, audio, and music content across editorial, branded, short-form, and advertising projects. Expert at transforming complex ideas into engaging, emotionally resonant stories that connect with audiences. Skilled in full production lifecycle, from concept and pre-production to editing, motion graphics, and audio.

SELECTED HIGHLIGHTS & ACHIEVEMENTS

- **Pulitzer Prize (2021)** – Produced and edited video as part of the *Star Tribune's* Pulitzer Prize-winning news coverage of the killing of George Floyd.
- **Multiple Emmy Awards & Edward R. Murrow Awards** – Produced and edited video and audio content that increased audience engagement and storytelling effectiveness across editorial features and series.
- **Telly Awards (Three-Time Winner)** – Composed, recorded, and engineered audio for TV and radio campaigns, integrating music and sound design for maximum narrative impact.
- **Branded Multimedia Campaigns** – Designed audio-visual content for clients including Carmichael Lynch Advertising, Science Museum of Minnesota, and major national brands, resulting in measurable audience engagement improvements.

PROFESSIONAL EXPERIENCE

MG Productions – Senior Video Producer/Editor | Music Composer – Remote | Sept 2025 – Present

- Collaborate with clients to align creative vision, optimize storytelling, and enhance emotional engagement across media platforms.
- Produce, direct, and edit video content for clients including WomanWoRX, Minnesota Women's Care, Akua Kelp Burgers, Science Museum of MN, and Carmichael Lynch Advertising.
- Compose, record, and produce original music for film, TV, advertising, and podcasts including *Breaking Amish* and *Weed Wars*.
- Edit and mix podcasts and narrative-driven content, integrating sound design, music, and dialogue for compelling listener experiences.

Star Tribune – Senior Video Producer/Editor | Podcast Editor – Minneapolis, MN | Sept 2005 – Sept 2025

- Produced, shot, and edited editorial, promotional, and documentary videos; podcast producer/editor for *Curious Minnesota* and audio technical/video production for *Worth It*.
- Led audio post-production workflows including mixing, sound design, and music integration, improving listener retention and engagement.
- Mentored interns and team members, raising production quality and efficiency by standardizing storytelling and editing best practices.
- Created video content for the *Star Tribune* website and social media platforms, contributing to a 30%+ increase in video viewership and audience engagement.

Star Tribune – Art Director – Minneapolis, MN | Dec 1998 – Sept 2005

- Developed multi-channel campaigns including print, broadcast, and radio with custom music composition.
- Collaborated with marketing and editorial teams to craft visually and aurally compelling brand narratives.

Campbell Mithun Advertising – Graphic Designer – Minneapolis, MN | June 1996 – Dec 1998

- Designed and produced print and digital campaigns for national clients.

Gardner Design – Production Manager – Minneapolis, MN | Oct 1994 – June 1996

- Managed production of print and digital content, coordinating with vendors and creative teams to deliver projects on time and on budget.

TECHNICAL SKILLS

Video & Motion Graphics: Adobe Premiere Pro, After Effects, Final Cut Pro, DaVinci Resolve, Riverside

AI Video Tools: Runway, Kling, Pika Labs, Adobe Firefly, CapCut, Descript.

Audio & Music Production: Pro Tools, Logic Pro, Adobe Audition, Mixing, Mastering, Music Composition, Podcast Editing

AI Audio Tools: ElevenLabs, Adobe Enhance, Isotope RX

Collaboration & Workflow: Frame.io, Slack, Airtable, Microsoft Office, Google Docs

Other Competencies: Audio branding, sound design, storytelling, music licensing, multi-platform content strategy.

EDUCATION

Berklee College of Music, Boston, MA

Bachelor of Music, Film Scoring, Cum Laude | GPA: 3.8

Minneapolis College of Art & Design, Minneapolis, MN

Undergraduate Studies in Film & Graphic Design