Brian Matson

810 Ridgeland Trail
Clarkston, GA 30021

brian.matson@me.com
(404) 290-0564

Work Experience

Sr. Writer/Producer
TNT On-Air Creative (2004 - 2010)

- Conceive/write/produce promotions of original series, syndicated series, and theatrical movies for broadcast, theatrical (Regal Cinemas) and online platforms. Integrate marketing and branding concepts into on-air campaigns, including sponsored spots tailored to enhance both client and TNT franchise brands. Create image and ad sales pieces.
- Series & specials: TNT series *Leverage*, *Screen Actor's Guild Awards*, *Black Movie Awards*, *Christmas in Washington*, *Law & Order, CSI: NY, Without A Trace, Supernatural.*
- Image Branding & Ad Sales: "Drama Matters," star talent-intensive PSA/image spots for air and online, promoting drama (theater) education for children; "Brand Elevation," musical ad sales piece conveying TNT & TBS as experts in branding partnerships; "Sound Of Drama" for *Drama In The Daytime* series; "Leverage Song" for online viral promotion.
- Sponsored movie franchises: *Drama Heartbeat*, *DVD Spotlight, Kleenex Tearjerker, Wendy's Feature of the Week, TNT New Classics, More Movie Less Commercials.*
- Winner 2007 Mark Award, category: TV Spot/Promo / Digital Media Promotions, for The Closer/ Time Warner "Start Over" Spot.
- Wrote/produced satirical pop-culture themed songs with accompanying animations for *TBS Tunes*, planned online viral video showcase.
- Generated sponsored and customized sponsor-integrated promotions for client brands including: Verizon Wireless, Chili's, Time Warner Cable, Sprint, Dell, AT&T, Wendy's, Kay Jewelers, Allstate, Olive Garden, Lowe's, Hyundai Genesis, Ford, Chrysler, Circuit City, Lindor Truffles, Geico, Tombstone, Honda, Glad, Clorox, CVS.

Writer/Producer
TNT On-Air Creative (2002-2004)

- Write/produce movie and syndicated series promotions. Integrate marketing and branding concepts into spots tailored to enhance both TNT and sponsor branding with movie franchises.
- Movies and series: TNT Original Movie *Framed,* theatrical movies of most mainstream genres, including many programming priority Network Television Premieres; syndicated series including *Law & Order, Without A Trace, Angel* and *Charmed.*
- Created and directed humor driven music video, "IRTS Song," for meeting of the International Radio & Television Society Foundation, Inc. Presented by Mark Lazarus, President of Turner Entertainment Networks, before executives and of the world's top media-buying companies.
- Created, directed and performed material for TNT network-wide staff retreats, including music/ comedy videos and live presentations.

Program Developer/Producer
TNT Programming (2000 - 2002)

- Conceive, develop, write and produce special on-air material serving programming & revenue needs.

- Wrote and produced interstitial segments and promos for movie franchise *Chili's Movie Assist,* featuring Charles Barkley, Ernie Johnson, and Kenny Smith.
- Developed and produced interstitial pieces utilizing CNN resources to create sponsored vignettes such as "For Your Health" for *E.R*, "Tech Watch" for *The X-Files*, and "Showbiz Minute" for *Friday Night Movie.*
- Created, developed, and produced pilot for Screen Test, a 30-minute game show featuring clips from movies airing on TNT. Created related online movie trivia games.
- Developed *Million Mile Movie* franchise where viewers are awarded frequent flyer miles.
- Write coverage and viewer appeal analysis of upcoming theatrical films, screened for potential licensing. Wrote official P.R. press release and featured website article for world premiere of *Elvis: That's The Way It Is, Special Edition* on Turner Classic Movies.

Writer/Producer:
TNT Creative Services (1999 - 2000)

- Write/produce movie, series, and specials promotions.
- TNT Original movies: *CHiP's '99*, *Word of Honor,* and *Hard Time II: Hostage Hotel.*
- Specials: *An All-Star Tribute to Johnny Cash* and *Hollywood Salutes Jodie Foster: An American Cinematheque Tribute;* Radio spots for *An All-Star Tribute to Brian Wilson*, *John Lennon Tribute: A Concert In Support of a Non-Violent World.*
- Wrote, directed and produced music video-style promo for TNT's *Monstervision* movie franchise, featuring Joe Bob Briggs.
- Wrote DVD release reviews, and analysis of TNT movies for TNT Rough Cut web site.
- Wrote and produced promos and music video segments for sponsor tie-in with BMG Music to promote Elvis Presley - Platinum CD box set in conjunction with *30 Hours of Elvis Marathon.*

Production Assistant / Associate Producer
TNT Creative Services (1995 - 1997, 1997 - 1999)

- Write and produce clip-driven promos, menus, voice-overs and other program elements.
- Update and repost producer on-air spots for movies and series.
- Wrote, directed and produced music video-style promo for *In The Heat of The Night*, ("Hubba Bubba," winner, Promax Silver.)

Office Assistant
TNT Programming Department (1994-1995)

- Provide clerical assistance to VP and Director of TNT Programming and handle TNT viewer mail and phone correspondence.
- Wrote first on-air jingle for promotion of *TNT New Year's Sing-A-Long.*

Education

New York University, Tisch School of the Arts
B.F.A., Film/Television Department

Website

brianmatson.com