

Matthew Lindblad

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SENIOR CONTENT PRODUCER

Creative Direction | Major Brand Marketing Content Production | Project Management

Multidisciplinary professional with M.A. in Communications Management & Marketing, B.A. in Entertainment Media, and 15 years of experience in leading, and supporting entertainment marketing production teams. Expertise in campaign development, content creation, project management, major brand communications, interdepartmental collaboration, and live entertainment marketing.

WORK EXPERIENCE

Knott's Berry Farm - Buena Park, CA

08/2010 – Present

Creative Producer / Marketing Specialist

Orchestrate all aspects of the production, cinematography, and creative development of Knott's digital communications and event marketing content for social media, web, attraction installation, and TV.

- Collaborate across five departments, from development through distribution, to produce an average of 100 annual deliverables, resulting in over 500 million views, and +10% ticket sales.
- Pioneer internal communications between artists, writers, directors, editors, and cinematographers, to establish synergistic vision on up to three productions simultaneously.
- Manage post-production process through editing, sound design, mixing, mastering, and launch.
- Save the company up to \$15,000 per-project by strategically leveraging internal resources.
- Create pitch decks for new entertainment offerings and marketing initiatives across 13 international theme parks: effectively increasing the brand's ongoing innovation efforts.

The Walt Disney Company - Anaheim, CA

12/2014 – 04/2023

Operations Manager

Promoted to lead a team of 60 hourly employees in providing excellent service to guests staying at Disney's Grand Californian Hotel & Spa at the Disneyland Resort.

- Managed high-end client and VIP guest relationships in a high-stakes environment, including Disney CEO, executive teams, celebrities, and over 3000 daily visitors; helping our hotel earn a "Forbes Recommended" and "4-star resort" recognition for 5 years in a row.
- Balanced the contracts and budgets of 100+ visiting corporate events annually, including groups such as Blizzard Entertainment, Google, The Coca Cola Company, AMC Theaters, and Marvel.
- Organized schedules to ensure proper operational coverage and workload delegation.
- Joyfully cultivated an inclusive workplace culture for all employees by facilitating a psychologically safe environment where everyone belongs, and all voices are heard.

Movers+Shakers - Santa Monica, CA

09/2020 – 03/2021

Creative Producer

Created and produced digitally disruptive marketing campaigns for major brands such as Amazon, Warner Brothers, Mattel, Colgate, and more; breaking records with over 200 billion views and being named “Marketing Agency of the Year” by Adweek.

- Directed diverse TikTok content creators, influencers, and external production partners in the development and execution of marketing campaigns with average budgets of \$100k+.
- Produced e.l.f. Cosmetics’ holiday campaign, in which I selected and collaborated with upcoming female artists to craft songs for the beauty brand’s inclusion-focused customer culture, resulting in all four tracks securing a spot on the Billboard Top 100 chart.
- Created communication plans, copywriting proposals, briefs, timelines, SOWs, and budgets to meet each brand’s unique voice, positioning, target audience, and business KPIs.
- Conducted comprehensive analysis of marketing campaign performance through in-depth analytics examination and reporting.
- Communicated with brand executives and partner agencies to build relationships, drive creative innovation, manage client requests, convey feedback, and secure project approvals.

OC Weekly - Costa Mesa, CA

12/2009 – 08/2013

Public Relations Specialist

Coordinated events, public relations, and content development efforts for Orange County’s leading source of news, culture, and entertainment events.

- Conducted multiple aspects of business including live event photography, videography, graphic design, and copywriting for the publication’s physical and web-based format.
- Led after-action meetings with leadership to assess communications effectiveness.
- Established and developed over 100 business relationships with internal and external partners.

EDUCATION

University of Denver – Denver, CO

Master of Arts – Communications Management & Marketing – 2021

Middlesex University London – London, England, U.K.

Bachelor of Arts – Entertainment Media – 2019

SOFTWARE SKILLS

- Adobe Creative Cloud –Photoshop, Illustrator, InDesign, Premiere Pro, Adobe Acrobat
- Project Management – Asana, Monday, Smartsheet, Trello, G-Suite
- Microsoft Office – Word, Outlook, Excel, PowerPoint