

MATTHEW ALSON THORNBURY

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[Webpage/Reel/Portfolio](#) • [LinkedIn](#)

SUMMARY

Award-winning video editor and media production specialist with extensive experience crafting compelling visual narratives that drive engagement and elevate brand presence. Demonstrates expertise in full-cycle video production—conceptualization, scriptwriting, editing, motion graphics, and sound design. Proven leader in mentoring creative teams, developing workflows, and delivering quality content that has earned prestigious accolades, including the Lone Star Emmy, Telly Awards, and Davey Awards. Specializes in data-driven strategies to optimize audience engagement across platforms such as YouTube, TikTok, and Instagram. Passionate about storytelling that resonates with audiences and exceeds expectations.

EXPERIENCE

Comarkco, Senior Creative *Feb 2025 - Present*

Collaborated with sales on editing and creating graphics for paid ads on social media in multiple formats. Edited/created all graphics/sound for UGC-style videos on TikTok & Instagram, working closely with the clients to adhere to their brand guidelines while producing exciting new styles and types of content to increase views and sell the brand.

Pillar 4 Media, Senior Video Editor *Nov 2021 - Jan 2025*

Spearheaded quality control processes, designing comprehensive workflows and mentoring editors to ensure high-caliber video production techniques. Increased YouTube channel views by 300% in six months through data-driven content strategies and enhanced engagement. Developed motion graphics and multimedia assets to boost visual impact, integrating cutting-edge editing techniques and sound design. Implemented innovative storytelling frameworks aligned with branding, maintaining competitive edge with evolving industry.

City of Lewisville, Video Specialist *Sep 2018 - Nov 2021*

Responsible for producing and airing programming on the City of Lewisville cable channel and online outlets including program development and production. Acquired programming from outside sources for on-air presentation and home viewing. Assisted multiple municipal departments with script development and production scheduling.

Tribune Broadcasting, Producer/Editor *Oct 2012 - Sep 2018*

Produced and edited over 3,000 segments for a national morning news variety program, collaborating with major clients like Marvel, Disney, and General Mills. Conceptualized branded content, integrating client messaging seamlessly with editorial narratives. Developed custom graphics packages to enhance storytelling and maintain consistent brand identity.

Sally Beauty Holdings, Media Production Specialist *2008 - 2012*

Delivered end-to-end video solutions for diverse projects, including feature films, short films, commercials, and corporate presentations. Produced over 120 music videos since 2011, collaborating with artists to create visually dynamic content for broad audience appeal. Designed logos, DVD menus, trailers, and websites to achieve brand-consistent visuals using advanced design tools.

Freelance *Jan 2001 - Present*

Provided editing, visual effects and graphic design services for several feature films, numerous short films, television pilots, pay-per-view television, national commercials, Sony CES presentations, corporate and private clients. Decided look and design of logos, DVD menus and film trailers. Built and maintained web pages for corporate and private clients. Produced over 120 music videos since 2011.

EDUCATION

University of Southern California

Cinema/Television: Critical Studies • 2001-2005

Dean's List, Spring 2003

Only undergraduate to have film selected for broadcast on TrojanVision (2001-2005)

One class needed for BA (Japanese III remaining)

Carmel High School

Academic Honors, National Honor Society • 2000

SKILLS

Video Production & Editing • Motion Graphics & Visual Effects • Digital Content Strategy & Optimization • Team Leadership & Mentorship • Workflow Development & Process Efficiency • Cross-Platform Content Creation • Creative Storyboarding & Conceptualization • Adobe Suite Proficiency • Social Media Marketing & Engagement Strategies • Client-Centric Content Development

HONORS & AWARDS

Gold and Silver honors at the 2022 Davey Awards for Editing and General Documentary

Recognized by the Telly Awards with multiple distinctions (2020, 2022) for visual storytelling and media innovation

Lone Star Emmy Award winner (2016) for excellence in regional broadcasting and video content creation