



MATTHEW LOCHMAN

Creative • Video • Design • Multimedia

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ABOUT ME

CREATIVE STRATEGY

20+ years as a creative leader delivering award-winning ideas and products for national and international organizations and their constituents. Director, manager & creator of design, video, & music as well as political, non-profit and corporate brand strategy and fundraising implementation across all platforms.

MANAGEMENT

Proven leader, mentor, and manager for diverse personalities in deadline oriented, high pressure, results driven environments, while promoting team member growth, education and collaboration. A "lead by example" manager both in the field and at the office. Adept at recognizing and developing cross-promotional industry and fundraising partnerships.

HARD SKILLS

WRITING • Brief, Script, Copywriting, etc.

VIDEO PRODUCTION & POST

Livestream, Camera, Lighting, Audio, Direction, Management, Editing, Motion Design, Finishing

WEB • design, web builder development, plugin management,

GRAPHIC DESIGN • Web, Print, Graphics, Infographics, Data visualization, etc.

MUSIC/SOUND PRODUCTION • sound engineering, editing, producing, musical performance, etc.

SOFTWARE: Adobe Creative Suite (Photoshop, Illustrator, InDesign, XD), Affinity, Figma, Sketch, etc, Adobe Premiere, After Effects, Davinci Resolve, Apple FCPX, Motion, Logic, Compressor, etc. Wordpress, Drupal, Divi, Beaver Builder, WooCommerce, Google Analytics, HTML, JavaScript, CSS Microsoft / Apple / Google Office Suites, Quickbooks, Expensify, Greenhouse, Slack, Hipchat, Asana, etc.

HOBBY

MUSICIAN • ARTIST • FISHERMAN • ETC

EXPERIENCE

OWNER, CREATIVE DIRECTOR

[Wild Onion Media](http://WildOnionMedia.com) • Austin, TX, 2015–Present

Formed to provide video/multimedia production, design, brand strategy and other services for progressive causes and nonprofit organizations and similarly minded companies. Clients include FWD.us, Democracy Alliance, Amnesty International USA, Defenders of Wildlife, etc. Our work has been absorbed by millions of people and in the highest levels of government.

- *Continuously shaping the national narrative of the most important issues of our time*
- *National Recognition in a [Washington Post article](#) announcing launch of project "Let's Talk Hillary".*
- *Produced 75+ viral videos during 2016 election cycle impacting national dialogue*
- *1.3M+ (non-paid) Facebook views in 36 hours: James Carville - "[The Worst Case Scenario](#)"*

CREATIVE DIRECTOR

FWD.us • San Francisco, CA, 2019–2023

Head of all creative for the org and it's issue verticals & channels (immigration and criminal justice reform, [FB](#), [X](#), [YT](#)). Developed and managed an in-house Creative Team of designers, video producers and interns and a network of consultants, contractors and agencies. Spearheaded award winning creative strategy + production for national and state level policy and advocacy campaigns ([HIH](#), [Families Belong Together](#), [Every Second](#), [Turning the Page](#), [We All Pay](#), etc.), and for partner organizations ([JAC](#), [HBA](#), [Western States Center](#), etc.) promoting policy change at the highest levels of government, utilizing grassroots and grasstop creative tactics in issue education, advocacy and cultural change.

SENIOR MULTIMEDIA PRODUCER

[Amnesty International USA](http://AmnestyInternationalUSA.org), Washington, DC, 2014-2015

Developed in house video/multimedia capabilities, produced video, graphics and other multimedia products for internal and external campaign outreach, education/advertising and fundraising. Coordinated special projects and managed a small team of interns.

DEPUTY DIRECTOR OF DIGITAL MEDIA

[American Bridge 21st Century](http://AmericanBridge21stCentury.org), Washington, DC, 2012-2014

Co-managed the digital media efforts of one of the most influential Super PACs in the country. Concepted, scripted, shot, edited/generated videos, graphics and media packages (rapid response/viral/earned & paid media including fundraising) for local, national and/or internal consumption.

AWARDS (selection)

- Gold Pollie** - 2018 • **Best of the Best** - "[Workers Talk Dirty](#)" • w/ Alper Strategies
- REED Award** - 2014 • **Best Web Video: Public Affairs Advocacy, or Ballot Initiative** "GOP Guide: How To Talk To Women" • w/ American Bridge 21st Century,
- Bronze Pollie** - 2013 • **Web animation/ Web Video - Presidential** - "[Romnopoly](#)" • American Bridge 21st Century
- Gold Pollie** - 2013 • **Best use of talking mail** - Democrat

EDUCATION

Bachelor of Fine Arts

School of the Art Institute of Chicago, Chicago, IL, 2002-2005

Emphasis in Film, Video & New Media studies, Writing for Film, Graphic Design, Photography