Mark Matthews

Creative Director | Film Director | Photographer

Santa Rosa Beach, FL (open to relocating to NW Arkansas) | mark@matthews.media | 479.236.9707 | walmart.markmatthews.io

PROFESSIONAL SUMMARY

Creative director and film director with 14 years in filmmaking, directing and creative development, including 11 years leading productions as owner of Matthews Media. Hands-on creative leader who takes video and photography productions from concept through delivery. Documentary, commercial and corporate portfolio for Walmart, Sam's Club and national brands: cinematic films, integrated campaigns, social-first content, executive communications and photography art direction. More than 660 productions delivered since 2015.

WORK EXPERIENCE

Matthews Media

Creative Director, Film Director and Photographer | 2015 - Present

- **Creative development:** Develop concepts, treatments, scripts, storyboards, shot lists and visual direction, translating business priorities into visual stories for Walmart, Sam's Club and brands including Old El Paso, Tyson and Neutrogena.
- **On-set direction:** Travel to direct productions, leading crews, talent, interviews and photography on location. Directed associate story films for the Walmart Shareholders meeting (2024 and 2025) and market films for Walmart International, collaborating with cinematographers, editors and Creative Producers and making real-time creative decisions.
- **Executive communications:** Direct and shoot executive storytelling for Walmart and Sam's Club: a Walmart International leadership visit film, executive interviews and a Sam's Club associate briefing film.
- **Photography and art direction:** Art direct Sam's Club and Walmart photography with photographers, stylists and agency producers (crews of up to 18), including Sam's Club Instant Savings Book shoots and Member's Mark packaging photography. Shoot stills for Walmart International in Canada, Mexico and China, with selects added to Walmart's Story & Image Library.
- **Social-first content and integrated campaigns:** Creative direct, produce and shoot campaigns delivered as video, stills and social versions in cinematic, vertical and platform-native formats, including celebrity talent campaigns with Shaun White, CeeDee Lamb and Snoop Dogg, live events, and social content for the Walmart Creator channel.
- **Post-production:** Direct editorial storytelling, pacing, motion graphics, sound and color with editors and motion designers, guide creative reviews with stakeholders and maintain the creative vision through delivery.
- **Creative leadership and innovation:** Hire and lead multidisciplinary freelance crews (more than 40 contractors), mentor filmmakers and producers, and champion emerging technologies, including AI-assisted previsualization and planning tools.
- **Vendor-led production and stakeholder management:** Production partner to agencies including Prisma, Advantage Solutions, VML and Momentum Worldwide. Own scope, budgets, timelines and concept presentation, aligning the creative approach with production resources. About 190 productions with Walmart, Sam's Club or Walmart Connect as the end client, across 26 states and in Canada, Mexico, Chile and China.

Shoptology

Senior Content Specialist | 2013 - 2015

Joined Mercury 11, a technology startup led by founder and CEO Andy Murray (Saatchi & Saatchi X founder, later SVP of Creative at Walmart and Chief Customer Officer of Walmart's Asda U.K.), and stayed through its merger into shopper marketing agency Shoptology. Ran the in-house content studio producing video, photography and motion graphics for technology products and Walmart shopper marketing programs, and managed freelancers, vendors and budgets.

Dentsu (Mitchell Communications Group)

Jr. Digital Producer | 2012 - 2013

Produced Walmart Neighborhood Market commercials in markets across the country, plus video for other national brands.

SKILLS

Directing: Creative direction, film directing, interviewing, talent direction, crew leadership, photography art direction

Story development: Concept development, treatments, scripts, shot lists, visual storytelling, editorial judgment

Camera and post: Cinematography, cameras, lighting, drone, production workflows, editing, sound, color

Tools: Adobe Creative Cloud (Premiere Pro, Photoshop, Lightroom, Illustrator), Capture One

AI fluency: Generative AI previsualization and concept visuals, AI-assisted production planning, AI agent workflows

Leadership: Leading creative teams, mentoring, project management, stakeholder management, large-scale content projects

EDUCATION

John Brown University | Bachelor of Science (B.S.), Digital Media Arts: Cinematography, 2012