



MATTHEW CONE

Hello! I'm Matt, a creative director and communications professional. With over 10 years of experience in several disciplines (video, photo, graphic design), I'll give your work the polish and visibility it deserves.

portfolio www.matthewcone.com

phone [available upon request]

email [available upon request]

EDUCATION

2011–2013

Emory University

Master of Public Health in Behavioral Science

- **Relevant Courses:** Public Health Communication, Mass Media in Public Health, Social Marketing, Grant Writing

2007–2010

Emory University

Bachelor of Arts in Economics

EXPERIENCE

2017–Present

Council of State and Territorial Epidemiologists

Senior Communications Specialist

Develops content and strategies to strengthen CSTE's presence with members, CDC, and policymakers. Writes, shoots, and edits video content for the web. Designs digital and print graphics, including one-pagers and annual reports. Consults on front-end web development. Serves on Incident Command Structure during public health emergencies.

- During COVID-19, wrote 400+ mass emails over 16 months, including 200+ newsletter-style digests. Hosted a weekly online meeting for State Epidemiologists. Tracked media mentions and coordinated press inquiries.
- Designed a [56-page white paper](#) to promote CDC's Data Modernization Initiative on Capitol Hill. This effort was later funded by Congress for nearly \$1B across FY2020 and FY2021.
- Developed brand identities for CSTE Annual Conferences, data modernization campaign, CSTE Foundation, and several internal initiatives. Maintains overall CSTE brand identity.
- Manages on-site communications for CSTE Annual Conferences (1,500+ attendance per year). Creates social media content as event photographer and videographer. Liaises with sponsors, exhibitors, and vendors.
- Serves as Co-Chair of CSTE Diversity, Equity, & Inclusion Committee

2020 Promoted from **Marketing & Communications Coordinator**

2014–2017

Emory University, Division of Campus Life

Interactive Communications Developer

Led multimedia efforts for staff and student communications. Managed 24 websites and performed a stakeholder analysis for a division-wide redesign. Wrote, directed, and produced a monthly video series to teach staff key concepts in the vision statement. Designed social media graphics, executive one-pagers, and other leave-behinds.

- Produced a [video infographic](#) using demographic data for the Class of 2019, highlighting their diversity as part of first-year Orientation. Animated the visuals in After Effects, and also wrote and recorded the voiceover.

NEXT

2013–2014

Porter Novelli

Assistant Account Executive, Creative

Designed web and print materials for account teams in service of clients. Deliverables included infographics, B-roll, e-newsletters, product photography, brochures, posters, and more.

2013 Promoted from **Strategic Audience Services Intern**

2011–2013

Emory University, Rollins School of Public Health

Communications & Social Media Intern

2010–2011

Emory University, Office of Residence Life

Residence Hall Director & SYE Fellow

Directed operations for a residence hall of 360 undergraduates. Supervised 13 student RAs, leading weekly staff meetings and biweekly 1:1s. Served as "Second Year at Emory" Fellow, planning and marketing educational programs to 1,300 second-year students.

SKILLS

Video

Adobe Premiere Pro, Audition, and After Effects, videography (on-location and studio), motion graphics

Graphic Design

Adobe Illustrator and InDesign, brand identity, custom templates (Mailchimp and Powerpoint)

Photo

Event and portrait photography, Adobe Photoshop, retouching

Writing

Executive communications, newsletters, script writing, web copy, social media, copyediting

Website Management

Front-end graphics, UX research, CMS platforms (WordPress, YourMembership, Cascade)

AWARDS

2019

CSTE Super Staff

2011

Adobe Imagination Challenge Finalist

Period Three

● I designed an ambigram, a word that's readable both upside-down and right-side up. See my entry at www.matthewcone.com/ambigram.png

2002

Atlanta Achievement in Radio

Best Individual Performance in a Radio Spot