

Matt Shenk

Creative Producer & Content Strategist

Cary, NC (Raleigh-Durham) • Open to remote & relocation

matthew.shenk@gmail.com • linkedin.com/in/matthewshenk • mattshenkportfolio.com

SUMMARY

Creative producer and content strategist with 10+ years turning messy, complex material — creator campaigns, enterprise innovation work, and high-stakes brand stories — into videos, social content, launches, digital experiences, and executive-ready narratives. Equally at home in the creator economy (73M+ lifetime plays across creator experiences) and the enterprise/healthcare world (10+ pharma contexts incl. Merck, GSK, Abbott). Owns the full arc: brand narrative and messaging, editorial roadmaps and campaign systems, multi-format production, and the leadership of writers, designers, and partners against real budgets and deadlines — now with AI-assisted workflows that scale output while protecting voice and craft.

CORE SKILLS

Brand narrative & messaging • Content & editorial strategy • Creative production & ops • Video, social & launch campaigns • Creator-economy & community • Enterprise & innovation storytelling • Translating complex/technical subject matter • Team, agency & budget leadership • AI-assisted content workflows (Claude) • Adobe Creative Suite, Premiere, After Effects • Figma • Content KPIs & performance analysis

EXPERIENCE

Creative Producer & Content Strategy Consultant — Independent

Remote • Oct 2025 — Present

- Advise brands and creator-led ventures on brand narrative, editorial strategy, and multi-channel content; design AI-assisted workflows that scale production without lowering the bar.

Lead Brand & Content Strategist / Creative Producer — Oni Studios

Remote • Nov 2021 — Oct 2025

- Owned brand and content strategy across a creator ecosystem reaching 73M+ lifetime plays — setting the messaging framework, editorial roadmap, and campaign systems, and governing voice across channels.
- Led end-to-end production on the studio's biggest launches — a 30,000-sq-ft HQ opening, a Dungeons & Dragons × Paramount premiere event, apparel drops (incl. PacSun), and Fortnite creator experiences.
- Directed writers, designers, editors, and outside partners; ran the calendar, budgets, and performance analysis that tied content to reach, engagement, and growth.

Creative Director & Founder — Outplay Creative Media

Remote • Aug 2020 — Oct 2021

- Ran an independent studio delivering brand content, video, and campaigns for corporate and entertainment clients including AB InBev, Merck, and Champion — strategy through final delivery, on budget and on deadline.

Lead Multimedia Experience Designer / Senior Producer — ?What If! Innovation (part of Accenture)

New York, NY • 2012 — 2020

- Translated complex life-sciences, pharma, and enterprise material into executive-ready storytelling for clients including Merck, GSK, Abbott, Travelers, AB InBev, and Disney — across 10+ pharma and healthcare contexts.
- Partnered directly with scientific and business stakeholders to shape market-facing narratives; progressed from Producer to Lead across 8+ years.

TECHNICAL

AI content tools (Claude) • Adobe Creative Suite, Premiere Pro, After Effects • Figma • SEO/AEO-aware content • Production workflows (Asana, Frame.io) • Brand & design systems • 1,000+ content pieces shipped

EDUCATION

Elon University — B.A., Strategic Communications