

PAUL MATADEEN

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Content Creator/Manager/Developer TV & Digital Producer/Journalist

Award-winning content creator/producer/journalist with experience working with major national media/brands (CNN, Fox News, USA Today.com, Weather.com, etc.) creating high impact, sharable pieces around events, products and stakeholders.

CORE COMPETENCIES:

<i>Interpersonal Communication</i>	<i>Client/Customer Interaction</i>	<i>Web Savvy</i>	<i>Business Development</i>
<i>Strategic Planning</i>	<i>Public Speaking</i>	<i>Project Management</i>	<i>Social Media</i>
<i>Media Training</i>	<i>Crisis Communications</i>	<i>Event Planning</i>	<i>Video Production</i>

PROFESSIONAL EXPERIENCE

IBM/The Weather Channel (brand), Atlanta, GA – Assignment Editor

2018 – Present

Description: Curate/negotiate/purchase/clear weather-related videos & interviews to serve as the ‘attention grabbing’ first clip in daily, digital forecast videos, and for special reports. Manage ‘on-the-ground’ teams hired during special weather events guiding them to the best possible locations to shoot video safely.

Milestones: Part of the video production team that broke company records during hurricane Dorian in 2019. On 9/2/2019, Weather.com and the Weather Channel app recorded a record 36M video attempts on both platforms. That has been the most video attempts on any single day for the company. During Hurricane Dorian coverage, from 8/27/2019 to 9/7/2019, the Weather Channel app recorded a total 220.89M video attempts.

USAToday.com/Gannett -- Video Producer

2017 – 2018

Description: Flag USA TODAY reports for video presentation. Assign associate producers to create and edit pieces. Copy edit and fact check pieces, then publish video to USA Today.com. Coordinate and produce live webcasts of major news events including the Charlottesville, VA riots, O.J. Simpson’s release from jail, national/international political demonstrations, etc.

Video milestones here: <http://www.revolutionarycontent.com/social-media.html>

The Weather Channel -- Writer/Producer, Line Producer

2015 – 2017

Description: Brainstorm segment ideas. Write for and gather video for segments during daily shows and special reports. Line produce (coordinate all editorial content for) live breaking news weather shows lasting 3+ hours, some shows topping 1M+ viewers.

Video milestones here: <http://producer.paulmatadeen.com>

CNN/HLN -- Associate Producer, Assignment Editor

2013 – 2015

Description: (Associate Producer) Gather video for, and coordinate with writers to plan the execution of live news segments. (Assignment Editor) Gather ‘firsthand’ news and information from ‘on-the-ground’ sources and coordinate with CNN crews as they gather new details on breaking news for live shows.

Milestones: Part of the National Content Center newsgathering team gathering firsthand information and interviews for major news events such as the Ferguson, Missouri riots and the shooting at LAX airport among other major news events. Wrote & produced attention-grabbing packages and promos for the network's continuing coverage trials of Jodi Arias, George Zimmerman, etc. Featured on Muck Rack as HLN's most active 'journo' on Twitter.

NBC Las Vegas/KSNV

2010 – 2012

Description: Solo nighttime reporter covering multiple stories each day. Daily live reports for 4pm, 5pm, 6pm & 11pm newscasts.

Milestones: Closely followed Las Vegas Police investigations into officer involved shootings during a prolonged spike in incidents. Worked with the police department and local district attorney's office as well as families of those shot to provide transparency. Won first place in spot news reporting by the Nevada Association of Broadcasters for covering the story of a young child getting hit by a car at a popular crosswalk following up with local officials and her parents about the growing problem, and following through with the community demand to increase visibility for pedestrians. Known for finding local links to national stories and booking subsequent exclusive interviews.

Demo reel at <http://reporter.paulmatadeen.com>.

Fox News Channel, Dallas Bureau— Breaking News Field Producer

2009- 2010

Description: Plan/manage 'on the ground' teams & coverage during breaking news

Milestones: One of the FNC's lead producers on the ground coordinating and covering the details of the oil disaster in Louisiana. Among the first crews to discover oil in the marsh. Served as FNC's lead field producer for the Fort Hood massacre breaking news coverage. Kept in constant contact with victims' families, investigators and suspect's attorney. Within hours of Lance Armstrong's ground-shattering interview about doping, exclusively booked & interviewed a board member of Armstrong's Livestrong Foundation who shared a candid and memorable reaction.

WNCN-TV (NBC), Raleigh, NC— Multimedia Journalist

2007 - 2009

- Exclusively revealed 50,000+ unserved arrest warrants in Durham, NC prompting immediate action by state and local government

WJHG-TV (NBC), Panama City, FL— News Anchor / Multimedia Journalist

2005 - 2007

- Earned first place Associated Press award in spot news reporting for tornado aftermath coverage in the town of Apalachicola, FL

KOMU-TV (NBC), Columbia, MO— Multimedia Journalist

2001 - 2005

- One-man-banded reports from the hotspots of the 2001 CO Wildfires

EDUCATION:

University of Missouri, Columbia, MO— Bachelor of Journalism

2001 - 2005

AWARDS:

- **First-place** award for Spot News Reporting from the **Nevada Association of Broadcasters**
- **First place Associated Press** award in spot news reporting for tornado aftermath coverage in the town of Apalachicola, FL

RECOMMENDATIONS FROM LINKED IN:



Jim Proeller, Former Managing Editor at The Weather Channel & Former Senior Dir. of Editorial Operations at CNN Worldwide said: "Paul has a great mix of skills. He's a journalist with good news sense, has strong editing skills and can produce. Wait, there's more. If needed, he can do on cam work. He's got a good sense for story telling and can deliver a story with a tight deadline. I've always liked working with him. He asks good questions to gain clarity and deliver what you need in the best fashion. Paul would be a great asset to any team needing any or all of these skills."



Kurt Kasting, Senior Producer at HLN-TV (Turner Broadcasting, Inc.) said: "I worked with Paul extensively at Headline News/HLN. He was always creative, accurate, an excellent writer, and willing to go the extra mile to make a segment memorable. I heartily recommend Paul."



Dawn Gibbons, SVP of Communication & Government Relations of KSNV-TV and former First Lady of Nevada said: "Paul is an excellent journalist/reporter and anchor. He is thorough and detailed. He does whatever it takes to get the story!"



Julie Henry, former reporter at WNCN-TV and present VP Communications at the North Carolina Hospital Association said: "Paul and I worked together as embedded reporters for the NBC affiliate in Raleigh. Our charge was to seek out stories that mattered in our community. Paul brought energy and enthusiasm to the team and always had an eye out for stories and issues of interest. Paul is a team player, but also has an entrepreneurial spirit. A great combination!"



Jeff Gillan, Assistant News Director & Managing Editor, KSNV-TV (NBC Las Vegas) said: "Paul is a scrappy, hardworking and passionate journalist. In the field, he wouldn't take "no" for an answer: invariably, he would get the soundbite, a quote...something. I admired his drive to put on the best product possible. His producing experience also gave him added insight into what would add value to a newscast. He's a good man, a team player and a dedicated journalist."



Gerard Ramalho, Weekend Anchor & Managing Editor, KSNV-TV (NBC Las Vegas) said: "It was my pleasure to work with Paul Matadeen between the years of 2010 and 2012 here at KSNV, Las Vegas... In that time I watched Paul's skills grow considerably. I would describe him as very aggressive reporter, willing to go the extra mile to get exclusive sound or images for his stories. Paul is a very efficient reporter who knows how to enterprise ideas, cultivate sources and make the best use of his time. Paul is also very proficient with social media; tweeting and posting pics and promos to help generate viewers."



David McQuade, Owner at MediaReally Matters.com said: "Paul impressed me early on with his creativity and on-camera expertise. He's very comfortable in the production world, both in front of and behind the lens. I'm happy to recommend Paul and believe any organization will benefit from his passion for reporting."

Additional recommendations here: <https://www.linkedin.com/in/paulmatadeen/>