MATTHEW SHEPPARD

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PROFILE

Web producer with a passion and desire to produce and develop engaging and innovative products for the end user, based around a strong understanding of what works on the web. Possessing good technical knowledge, project management skills, and an eye for detail, which has resulted in strong and successful products being delivered across EMEA (Europe, Middle East and Africa).

EXPERIENCE

Turner Broadcasting (March 2011 – Present Day)

Producer, Digital Entertainment (EMEA)

- Developing and producing engaging products for the BAFTA nominated Cartoon Network, Boomerang and Cartoonito websites across EMEA.
- Responsible for overseeing QA (Quality Assurance) on all digital products before release.
- Liaison between the business and the technical teams to ensure that products are feasible to deliver within time and cost restraints.
- Working with the Server Infrastructure team and Web developers to ensure that all products meet caching, scalability and performance criteria.
- First point of contact for any issues related to the sites to see whether I can resolve the issue or whether it needs passing to the original developer.
- Excellent understanding of all of the systems used to get content onto the websites and how they all work and interact with each other. (Drupal, Brightcove, Omniture, Xen).
- Experience in understanding of tracking requirements and then the implementation of requirements into products.
- Communicating and liaising with digital representatives from countries in EMEA, Agencies and 3rd Parties.

Belsize Architects (June 2011)

http://www.belsizearchitects.com

- Developer on the reface of the Belsize Architects website.

Turner Broadcasting (May 2008 – March 2011)

Associate Web Producer (EMEA)

- Developing and producing engaging products for the BAFTA nominated Cartoon Network and Boomerang websites across EMEA.
- Executing production briefs and overseeing delivery of new digital project launches.
- Managing continued growth in content for all EMEA websites.
- Communicating and liaising with digital representatives from countries in EMEA, Agencies and 3rd Parties.
- Expert understanding of all internal processes related to the websites.

Responsible for overseeing QA (Quality Assurance) on all digital products before release

- Training/handover of CMS to local territories plus knowledge/learnings from the past 3 years.
- Responsible for managing the implementation of optimised metadata, generating reports and where necessary, getting technical fixes put in place for SEO (Search Engine Optimization).

Public Creative (Sept 07 – May 08)
Assistant Producer

- Assistant Producer across a range of digital marketing activity: Pan-European websites, viral campaigns and online marketing.
- Developed the key skills allowing me to implement a rigorous process-driven style of project management.
- Day to day work involved developing pitches/proposals, design of sites and banners, and assisting in a junior developer role.

Turner Broadcasting (Jan 07 – Sept 07)
Intern

- Day-to-day management of the Cartoon Network website and production of micro-sites for individual cartoons.
- Working with internal PR, On-Air and Marketing departments to develop strategies for new website initiatives.
- Responsible for managing the distribution of content to various 3rd Party companies for their VOD platforms.
- Designed and built VOD services for various platforms.

Other Work Experience

- *Cereal Partners* – Maintaining the computer systems necessary for the engineering projects to be completed on time. Various administrative tasks.
- *Bank of England* – Undertook a week's work experience in the IT helpdesk section.
- Audiomule – Researching companies that may be interested in using the services provided by this Digital music agency.

KEY SKILLS

- Developed expert knowledge of CMS Systems (Drupal, Contribute and bespoke CMS solutions) and SEO.
- Programming skills – HTML (excellent), CSS (excellent), JavaScript (basic), PHP (basic)
- Web development – Adobe Dreamweaver, Adobe Flash, Notepad++, various FTP clients
- Graphic editing – Adobe Photoshop, Adobe Illustrator, Adobe Fireworks
- Video editing – Final Cut Pro
- General – Windows OS, Microsoft Office

EDUCATION

Dame Alice Owens School, Potters Bar
A-Levels   **2004**
Geography - A; Maths - B; History - C

AS-Level   **2003**

Biology - C

GCSEs   **1998**
History - A*; Maths, English Language, English Literature, Biology, Chemistry,
Physics, French, Resistant Materials – A; ICT – B

PERSONAL INFORMATION

- Date of Birth: 18/03/1986
- Full Clean Driving Licence (2004)

Hobbies

- Away from work I like to spend time cooking, working on personal website projects, listening to music and combining or supplementing the above with a social life.
- I am also an avid supporter of Hull City football club and have supported them through thick and thin, and travel across the country to see them play.

References available on request.