

Matthew Ross Sokoloff

Eight South Osceola Ave. #2205
Orlando, FL 32801

407-782-0645
Matt@MattSokoloff.com

ONLINE EXPERIENCE:

3/2008 — Present **Orlando Sentinel**, Orlando, Florida

Interactive Product Manager

- Report directly to the Vice President and General Manager of Interactive on online strategies
- Responsible for video, mobile and local search revenue
- Oversee cross functional teams developing new interactive products
- Managed EverythingOrlando.com from conception to launch
- Responsible for ensuring a positive ROI for all products
- Created and developed a new product development process for the company

5/2007 — 3/2008 **Orlando Sentinel**, Orlando, Florida

Interactive Video Producer

- Doubled video page views YOY
- Anchored, reported, produced, edited online video for OrlandoSentinel.com
- Managed online editorial video
- Created new online video products including live streaming
- Developed online advertising strategies for new and existing products

5/2006 — 7/2006 **ABC WORLD NEWS**, New York, New York

Intern

- Created and developed an enhanced and interactive podcast
- Wrote, shot and produced segments on the World News webcast
- Conducted consumer market research to suggest product improvements and increase revenue

8/2005 – 5/2007 **KOMU-TV/KBIA-FM/COLUMBIA MISSOURIAN**, Columbia, Missouri

Multimedia Reporter

- Created content for television, radio, print, and online
- Collaborate with various outlets and managers on special projects to generate new revenue
- Created online products for special events

JOURNALISM EXPERIENCE:

5/2004 — 5/2005 **ZIMMER RADIO GROUP/KSSZ-FM**, Columbia, Missouri

Host/Anchor

- Produced and anchored afternoon drive news
- Created first podcasts for Zimmer Radio Group

8/2003 — 12/2004 **THE MANEATER STUDENT NEWSPAPER**, Columbia, Missouri

Graphic Designer

- Developed and created graphics, maps, photo illustrations, and info graphics

8/2002 — 8/2003 **AM-580 WDBO RADIO**, Orlando, Florida

Producer/Reporter/Anchor

- Reported for the afternoon drive news and anchored Sunday morning news

- 6/2002 — 8/2002 **AM-580 WDBO RADIO**, Orlando, Florida
News Intern
- Assisted the afternoon news team in daily reporting tasks
- 8/2000 — 8/2002 **ORLANDO SENTINEL**, Orlando, Florida
Graphic Artist
- Created graphics in the youth section of The Orlando Sentinel
- 10/1999 — 8/2003 **J&R PRODUCTIONS**, Altamonte Springs, Florida
Digital Photographer
- Operated digital video and editing equipment for large social events
- 5/1999 — 8/1999 **JIM HENSON PRODUCTIONS**, Orlando, Florida
Production Staff Assistant
- Assisted in the pre-production of “Donna’s Day” television show at MGM Studios

OTHER EXPERIENCE:

- 1/2005 — 12/2005 **INTERFRATERNITY COUNCIL**, Columbia, Missouri
Spokesperson
- 1/2004 — 5/2007 **NEW STUDENT CENTER PROJECT**, Columbia, Missouri
Student Coordinator
- Marketed the \$60 million New Student Center Project
- 1/2004 — 1/2005 **MISSOURI STUDENTS ASSOCIATION (STUDENT GOVERNMENT)**, Columbia, MO
Director of Student Services, Student Fee Review Committee Chair
- Created and oversaw the \$2.1 million student government budget
- 3/2005 — 10/2005 **UNIVERSITY OF MISSOURI NEW STUDENT PROGRAMS**, Columbia, Missouri
Summer Welcome Leader

AWARDS:

Orlando Sentinel Publishers Award, 2007
Scripps Howard Top Ten Journalist Award, 2006
Society of Professional Journalists Mark of Excellence Award, 2006
National Lesbian and Gay Journalist Student Project, 2005
University of Missouri Journalism Scholar, 2003

SKILLS:

HTML, Avid, Final Cut Studio and Server, AdobeCS (Photoshop, Illustrator, Flash, Dreamweaver)
(basic understanding of CSS, XML, Java, PHP, mySQL)

EDUCATION:

May 2007 School of Journalism, University of Missouri, New Media Convergence