



MATTHEW CONE

Hello! I'm a public health communicator with a history of memorable campaigns. Self-taught in several disciplines (graphic design, video production, and photography), I give this industry the visual polish it deserves.

portfolio matthewcone.com

phone [upon request]

email [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

Designs digital and print graphics, including multi-page reports and infographics. Produces and directs video content, including interviews and executive communications. Consults on marketing strategy and web development. Serves on Incident Command Structure (ICS) during public health emergencies.

- Served on ICS for 2019 EVALI and 2020 COVID-19 Responses. From Feb–Aug 2020, sent 125 digests to ranking state and local epidemiologists, and hosted 24 national calls. Tracked media mentions and coordinated press inquiries.
- Designed a 56-page white paper to promote data modernization legislation, which was later funded for \$100M.
- Developed brand identities for the CSTE Annual Conference, data modernization campaign, and more.

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 about key concepts in the vision statement. Designed social media graphics and executive one-pagers.

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

NEXT



Residence Hall Director & SYE Fellow

Supervised 13 student staff to manage an undergraduate residence hall. Also served as "Second Year at Emory" Fellow, where I planned and marketed programming to 1300 second-year students.

SKILLS

Graphic Design

Illustrator, InDesign, brand identity and management, Pantone color systems, print logistics

Web Design

HTML, CSS, Mailchimp, WordPress, YourMembership, Cascade

Video

Videography (event and interviews), Premiere Pro, After Effects, script writing, voice acting

Photo

Photography (event and portrait), Lightroom, Photoshop, strobe lighting, retouching

AWARDS

2019

CSTE Super Staff

2011

Adobe Imagination Challenge Finalist

Period Three

● I designed an ambigram that could be read both upside-down and right-side up. See my Top 10 entry at bit.ly/ambigram1, and a later piece at bit.ly/ambigram2.

2002

Atlanta Achievement in Radio

Best Individual Performance in a Radio Spot