



# MATTHEW CONE

Hello! I'm Matt, a creative director and communications professional. With over 10 years of experience in several disciplines (video, photo, graphic design), I'll give your work the polish and visibility it deserves.

**portfolio** [www.matthewcone.com](http://www.matthewcone.com)  
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**email** [matt.cone@outlook.com](mailto:matt.cone@outlook.com)

## 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

Develops content and strategies to strengthen CSTE's presence with members, CDC, and policymakers. Designs digital and print graphics, including one-pagers and annual reports. Writes, shoots, and edits video content for the web. Writes and distributes email communications to members. Consults on front-end web development. Serves on Incident Command Structure during public health emergencies.

- During COVID-19, wrote 400+ mass emails over 16 months, including 200+ newsletter-style digests. Hosted a weekly online meeting for State Epidemiologists. Tracked media mentions and coordinated press inquiries.
- Designed a [56-page white paper](#) to promote CDC's Data Modernization Initiative on Capitol Hill. This effort was later funded by Congress for nearly \$1B across FY2020 and FY2021.
- Developed brand identities for CSTE Annual Conferences, data modernization campaign, CSTE Foundation, and several internal initiatives. Maintains overall CSTE brand identity.
- Manages on-site communications for CSTE Annual Conferences (1,500+ attendance per year). Liaises with sponsors, exhibitors, and vendors. Creates social media content as event photographer and videographer.
- Serves as Co-Chair of CSTE Diversity, Equity, & Inclusion Committee

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 key concepts in the vision statement. Designed social media graphics, executive one-pagers, and other leave-behinds.

- Produced a [video infographic](#) using demographic data for the Class of 2019, highlighting their diversity as part of first-year Orientation. Animated the visuals in After Effects, and also wrote and recorded the voiceover.

NEXT



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

2010–2011

Emory University, Office of Residence Life

### Residence Hall Director & SYE Fellow

Directed operations for a residence hall of 360 undergraduates. Supervised 13 student RAs, leading weekly staff meetings and biweekly 1:1s. Served as "Second Year at Emory" Fellow, planning and marketing educational programs to 1,300 second-year students.

## SKILLS

#### Video

Adobe Premiere Pro, Audition, and After Effects, videography (interviews and B-roll), motion graphics

#### Graphic Design

Adobe Illustrator and InDesign, brand identity, custom templates (Mailchimp and Powerpoint)

#### Photo

Event and portrait photography, Adobe Photoshop, retouching

#### Writing

Executive communications, newsletters, copyediting, script writing, web copy, social media

#### Website Management

Front-end graphics, UX research, CMS platforms (WordPress, YourMembership, Cascade)

## AWARDS

2019

### CSTE Super Staff

2011

### Adobe Imagination Challenge Finalist

Period Three

● I designed an ambigram, readable both upside-down and right-side up. See my entry at [bit.ly/ambigram1](http://bit.ly/ambigram1), and a later project at [bit.ly/ambigram2](http://bit.ly/ambigram2).

2002

### Atlanta Achievement in Radio

Best Individual Performance in a Radio Spot