

MATT MILIOS

DIRECTOR OF CONTENT & CREATIVE STRATEGIST

(206) 478-6288 | [LinkedIn](#) | mtmilios@gmail.com | mtmilios.com

Puzzle-solver and accomplished multidisciplinary storyteller who drives brands and organizations in rallying their cause through empathetic, mission-based experiences and compelling content creation. Creative team leader who formulates, leads, and owns the creation and execution of multi-channel, cross-platform content strategies that drive results. Impact leader and creator with extensive expertise in the realities and complexities of content production across video, photography, copywriting, design, podcasts and XR. Patient mentor who constructs content strategies that inspire teams and deliver concrete results.

- **Cross-functional team leader** who earns trust through empathy, dedication, and purpose.
- **Immersive storyteller and holistic strategist** for breakthrough content experiences.
- **Meticulous, data-driven craftsman** of human-first experiences that drive people to action.

PROFESSIONAL EXPERIENCE

CAUSE FOR CONTENT CONSULTING

2021 – Present

Head of Creative Operations & Strategy | Seattle, WA

- Providing creative leadership for clients looking to transform their organizations' brands through impactful content strategies and digital engagements that move audiences through mission-based, human-first experiences. Accounts include:
 - **The Gates Foundation:** Content strategist and video producer for polio campaign stories in the DRC.
 - **The Climate Pledge:** Created global video content strategy effectively reaching CEOs and CSOs with an entertaining and informative roadmap for reaching net-zero. Developed video series in partnership with TED with 5M+ views to date.
 - **Microsoft:** Produced breakthrough Hololens2 experience resulting in national tour and \$1M+ for endangered Orcas.
 - **Zulily:** Developed content marketing strategy for TikTok launch generating 10M+ views and met 5% conversion rate KPI.

VULCAN PRODUCTIONS

2014 –2021

Creative Director of Emerging Media & Director of Digital | Seattle, WA

- Modernized Vulcan Production's approach to audience engagement by advancing digital content strategies, leveraging real-time audience data, optimizing SEO, and expanding audience reach with push onto emerging media platforms.
- Directed team in all aspects of development, commissioning, and production for digital video series, photography, platform design, XR experiences, and podcasts for Paul Allen's global leader in impact storytelling.
- Spurred real-world change and engaged audiences with strategies that generated tangible results including: the enactment of pro-environmental policies | \$2M+ raised for ocean plastic cleanup | and a measurable increase in first-time voter participation - among other real-world measures.
- Conceived, launched, and led Vulcan Productions' first in-house video production team, overseeing all phases of day-to-day production and strategy for change-making, global storytelling. Produced elephant conservation content that became the foundation for education curriculum now taught to millions of Chinese students.
- Renovated brand incorporating creative and cultural trends and thorough audience research to re-envision digital, emerging, and traditional brand expressions. Project managed and launched innovative, new digital presence that evolved and strengthened the brand exceeding KPI measures with a 60% YoY increase for social channels.
- Directed collaborations and presentations with internal partners, vendors, technologists, and skeptical genius billionaires.
- Dreamer behind novel VR theater, *The Holodome*. Directed the creative vision and invented experiences to evaluate market and audience response. Inspired and coached a multi-disciplined team of creators and engineers and invented a unique storytelling approach for a never-before seen platform resulting in the sale and tour of multiple domes internationally.
- Co-founded the *Impact Reality Summit* - a first-of-its-kind event uniting XR artists, fundraisers, technologists, and non-profits with a common goal to create a sustainable system for social-impact focused XR projects. Resulted in the commissioning of 20+ projects (\$15M+) in its first year and was the inspiration for the ongoing *Unity for Humanity Summit*.
- Executive producer overseeing field production in Yemen, post-production, and digital strategy for short documentary *Hunger Ward* - nominated for a 2021 Oscar.

PROFESSIONAL EXPERIENCE

MICROSOFT – MSN NEWS

2012 –2014

Lead Video Producer – Director of Multimedia | Bellevue, WA

- Organizational leader for internal Microsoft startup. Recruited to build ground-up video and multimedia department for international, online news publication.
- Developed and implemented content strategy, designed CMS, managed multiple projects simultaneously, and led the day-to-day operations of the video product team.
- Earned top-five online news organization ranking for video views and completions in first three months.
- Launched micro-video news production using up-to-the-minute social trends to drive quick-turn storytelling that was entertaining, accurate and informative generating 23M+ views/month.
- Directed real-time audience data monitoring and response, growing engagement from 1 to 3.3 videos/ session.
- Hired and coached a team of producers, editors, and reporters. Prioritized team member growth instituting policy for dedicated education and advancement time at work.

NBC NEWS DIGITAL – MSNBC.com

2007 –2012

Supervising Multimedia Producer | Redmond, WA / New York, NY

- Newsroom leader overseeing west-coast video operations. Revamped CMS, video production toolset, and content strategy for multimedia production in fast-paced, international newsroom.
- Led planning and execution for daily video reporting earning the number-one ranking in views for all online news sources.
- Nurtured team and created an innovative culture that allowed for the free flow of ideas resulting in the creation of 13 original series, 2M+ streams/month and over \$10M in sponsorships.
- Implemented partnership with national affiliates to publish trending regional news increasing traffic by 15M+ views/month.
- Redistributed team assets, developed new publishing workflows, and refined automation, resulting in a 30+% YOY increase in productivity for three consecutive years.

BELLA PICTURES

2005 –2007

Director of Photography | Seattle, WA

- First Director of Photography for national, industry disrupting wedding-story startup overseeing photography operations.
- Developed and initiated creative strategy, visual aesthetic, training programs, and hiring standards.
- Successfully scaled operations from 8 to 24 markets in two years overseeing 8 full-time coaches and 16 coaching assistants.
- Devised and implemented novel coaching and mentoring program for photographers to ensure the highest level of quality possible resulting in a 100% customer satisfaction rate for two years in a row.
- Recruited, vetted, trained, certified, and mentored over 2000 freelance photographers nationwide.

NBBJ

2003 –2005

Director of Photography | Seattle, WA

- Global lead and on-location creative director for visual storytelling at the third-largest architecture firm in the world.
- Implemented a documentary approach to depict how human-centric design impacts collaboration, health, and morale.
- Scaled operations from 10-15 shoots per year to 30+ shoots per year with no budget impacts by switching from traditional analogue photography to digital workflows.

EDUCATION

M.A. – Journalism/Photojournalism - University of Missouri | B.S. – Mass Communications - University of Colorado

AWARDS

Oscar Nomination: “Hunger Ward” | **Shorty Social Good Award:** “Ghost Fleet VR” | **Webby:** “We The Economy” | **POYi Multimedia Photographer of the Year** | 2006 Time Magazine “Person of the Year”