

MATTHEW BURD



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San Diego, CA



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SKILLS

AI-enhanced content creation
Web design and UX
IT support and networking
Client relationship management
Digital marketing and SEO
Multimedia production

TECHNICAL SKILLS

Capture One Certified Technician

Adobe Creative Cloud Suite

AI tools for content creation, coding, research and writing

WordPress, Microsoft Office and Google Suite

Final Cut Pro, Capture One

IT network setup and troubleshooting

SUMMARY

Adaptable and self-motivated professional with a strong blend of technical expertise and creative problem-solving in AI-driven content, web design, and IT support. Over a decade of entrepreneurial experience managing multimedia projects and client relationships, with a proven ability to integrate innovative AI solutions that enhance user engagement and operational efficiency. Committed to continuous learning and staying ahead in the evolving tech landscape to deliver impactful, client-focused results.

PROFESSIONAL EXPERIENCE

Owner | Burds Nerds Photography & Website Design
San Diego, CA

2013 – Present

- Developed and implemented AI tools for multimedia projects, enhancing creative outputs and client satisfaction.
- Delivered IT support and web development services, integrating custom photography and video to elevate small business profiles.
- Maintained client relationships through personalized service, leading to long-term partnerships and project success.

Owner | Burd & Co. Commercial Photography Representation
San Diego, CA

2013 – 2020

- Promoted commercial photographers through strategic digital marketing, employing SEO techniques and AI tools to improve visibility.
- Fostered client relations and negotiated project details, ensuring clear expectations and successful outcomes.
- Spearheaded web presence projects for creatives, incorporating innovative multimedia solutions.

Studio Manager | Marc Tule Inc.
San Diego, CA

2007 – 2013

- Oversaw high-volume studio operations, from scheduling and logistics to technology management and client interactions.
- Introduced workflow improvements, enhancing team productivity and reducing project lead times by 20%.
- Managed complex projects requiring seamless integration of technical skills and creative coordination.

Studio Manager & Freelance Photo Assistant | Zelman Studios
San Diego, CA

2005 – 2007

- Coordinated production tasks, model castings, and set designs for high-profile shoots, demonstrating leadership and adaptability.

MATTHEW BURD

EDUCATION

Ongoing Studies in AI, Computer Science, and IT

Phi Theta Kappa Honor Student
MiraCosta College

Chubb Institute

Parsippany, NJ
Certified in Database Administration, JCL Programming, and PC Support

PROFESSIONAL EXPERIENCE (CONTINUED)

- Assisted on photography sets, contributing to creative direction and final product quality.
- Provided technical support for studio equipment and software, ensuring smooth operations.

Freelancer

2003 – 2007

Various Locations

- Managed end-to-end video production projects for commercial purposes, showcasing multimedia expertise and client-centric focus.
- Assisted and shot photography for varied projects, aligning with client visions to deliver standout results.