

Matthew Wissler

New York, NY | matthewwissler21@gmail.com | (603) 397-2565 | www.wisslerstudios.com | [LinkedIn](#)

Marketing and event production professional with 4+ years leading large-scale live events, integrated campaigns, and cross-functional teams. Experience spanning 50,000+ total attendees, \$500K+ budgets, and brand partnerships with clients including Cartier and Complex.

EDUCATION

University of New Hampshire - Durham, NH

Graduated: May 2026

Bachelor of Arts: Communication - Minor: Business Administration

RELATED EXPERIENCE

SCOPE – Durham, NH

Executive Director

April 2025-April 2026

- Led a 25+ person organization to produce two of the largest concerts in the organization's 50+ year history, each drawing 5,000+ attendees and achieving record-breaking revenue
- Managed a \$500,000 event budget and reduced costs through radio partnerships and local production vendors
- Directed end-to-end event production, including vendor, site, and logistics coordination across 30+ partners
- Collaborated with public safety, UNH admin, and municipal stakeholders to ensure compliance & safety
- Launched internship program in partnership with Hampton Casino Ballroom, placing 3 members annually in hands-on venue roles

Publicity Director

April 2024-April 2025

- Developed and executed integrated marketing and PR strategies to drive ticket sales and audience growth
- Created sponsor-facing materials and marketing narratives to support partnership value and revenue generation
- Led an 8-person publicity team overseeing content, social media, and communications strategy across campaigns
- Generated 1M+ organic impressions through targeted social and digital marketing initiatives
- Managed crisis communications during a last-minute artist cancellation, maintaining audience trust

Publicity Assistant

September 2022-April 2024

- Analyzed audience engagement and social data to inform marketing strategy across four concert promotions
- Increased follower count and average views on Instagram by 50% in the first six months on the job

BWG / VADA – Remote

May 2025-September 2025

Marketing / Operations Intern

- Developed pitch decks for brands including Cartier and Complex, pitching BWG/VADA as a production partner
- Translated brand objectives and cultural insights into compelling narratives and live event activation concepts
- Supported execution of large-scale live events on-site, including Keinemusik NYC (37,000 attendees) and the All-In Summit (Los Angeles)

Wissler Studios – Exeter, NH

May 2021-Present

Freelance Photographer / Videographer & Video Editor

- Contracted by Levitate Music Festival and New England Freejacks to shoot and edit event content
- Captured photo and video content for 20+ concerts and live events

University of New Hampshire Marketing – Durham, NH

March 2023-October 2024

Video Marketing Intern

- Produced and managed digital marketing content for university campaigns
- Supported backend editing workflows and efficient asset organization on internal servers

ADDITIONAL EXPERIENCE

Sales Associate, previously Apple and Sony Certified Advisor

July 2021-Present

- Generated \$5M+ in sales as a top-performing advisor across Apple and Sony product lines

SKILLS

Event & Marketing: Event Production, Budget Management, Vendor Coordination, Crisis Communications, Sponsor Relations, Integrated Marketing, Social Media Strategy

Creative & Tools: Photography & Videography, Video Editing, Content Creation, Adobe Suite, Canva, Meta Ads Manager, Mailchimp, Excel, PowerPoint

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Related Projects

Elements Music Festival – Long Pond, PA: <i>BOH Ops / Staff Lodging</i>	August 2026
Dorothea Dix Park, 4th of July Celebration – Raleigh, NC: <i>Shuttles Manager</i>	July 2026
UFC Freedom 250 – Washington, D.C. : <i>Runner / PA / Exterior Ops</i>	June 2026
Destroy Lonely – Middlebury, VT: <i>Joint Lead Photographer / PA</i>	May 2026
The Chainsmokers – Boston, MA: <i>Joint Lead Photographer / PA</i>	April 2026
Fetty Wap – Durham, NH: <i>Executive Promoter & Producer</i>	April 2026
Planet Home Gala – Boston, MA: <i>Exterior Ops / PA</i>	October 2025
The Backseat Lovers – Durham, NH: <i>Executive Promoter & Producer</i>	September 2025
All-In Summit LA – Los Angeles, CA: <i>Exterior Ops / Ped. Manager / Shuttle Manager</i>	September 2025
Keinemusik NYC – Flushing, NY: <i>Area Manager / Exterior Ops</i>	July 2025
Soulection – Flushing, NY: <i>Area Manager / Exterior Ops</i>	July 2025
Levitate Music Festival – Marshfield, MA: <i>Photographer</i>	July 2025
Saint Motel – Boston, MA: <i>Photographer</i>	May 2025
Avett Brothers – Durham, NH: <i>Photographer</i>	May 2025
Waka Flocka Flame – Durham, NH: <i>Executive Marketing & Media Director</i>	April 2025
Quavo – Smithfield, RI: <i>Joint Lead Photographer / PA</i>	April 2025
Flo Rida – Durham, NH: <i>Executive Marketing & Media Director</i>	October 2024
Lil Tecca – Durham, NH: <i>Media & Content Lead</i>	April 2024
Lil Tjay – Boston, MA: <i>Photographer</i>	November 2023
Fivio Foreign – Boston, MA: <i>Photographer</i>	November 2023
Brett Young – Durham, NH: <i>Media & Content Lead</i>	November 2023
Soccer Mommy – Portsmouth, NH: <i>Photographer</i>	August 2023
New England Freejacks – Quincy, MA: <i>Photographer / Videographer & Drone Op</i>	June 2023
Rae Sremmurd – Durham, NH: <i>Media & Content Lead</i>	April 2023
Kenny Mason – Durham, NH: <i>Media & Content Lead</i>	April 2023
Lil Tjay – Boston, MA: <i>Videographer</i>	December 2022
Lil Tjay – Durham, NH: <i>Videographer</i>	November 2022