

Matthew Macdonald Leib

A strategic storyteller and creative producer, I develop award-winning digital content that grows audiences, builds connections, and brings big ideas to life.

Microsoft — Lead Creative Video Editor, DevRel Studios

MARCH 2021 - SEPTEMBER 2023 | REDMOND, WA

Produced and edited a high volume of long- and short-form video content positioned to drive engagement, reach, and revenue for Microsoft's developer-facing events, products, and services.

Key project: Developed tone, style, and strategy for shows and series published on the 500K-subscriber Microsoft Developer YouTube channel

University of Washington — Public Information Officer

OCTOBER 2016 - JULY 2020 | SEATTLE, WA

Developed and deployed an inclusive multi-channel content strategy that doubled overall engagement for The Whole U, a comprehensive wellness program and web portal serving campus and health system employees.

Key project: Wrote and photographed *Spotlight*, a series of 150+ feature profiles highlighting a diverse cross section of UW faculty and staff

AD Lubow Advertising — Video Production Specialist

JULY 2011 - OCTOBER 2015 | NEW YORK, NY

Produced, directed, and edited videos for clients including the Archdiocese of New York, College Board, and Columbia University.

Key project: *Leading Success*, a learning module for school leaders documenting real-world school improvement strategies in action

FILMOGRAPHY

***Black Baseball in Living Color (2023)* — Director/Editor**

Based on videos I created in collaboration with the Negro Leagues Baseball Museum for MLB.com and paintings by Graig Kreindler, this film chronicles 100 years of Black baseball history from the 1860s to 1960s.

***Futures Past (2016)* — Editor**

Finished editing director Jordan Melamed's documentary feature on the end of open outcry trading at the Chicago Mercantile Exchange, hailed by critic Richard Roeper as "one of the best films I've seen this year by far."

EDUCATION

Northwestern University | Medill School of Journalism B.S. in Journalism, B.A. in History

SEPTEMBER 2007 - JUNE 2011 | EVANSTON, IL

Internships at *Runner's World* (2009) and *The New Yorker* (2009, 2010)

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SKILLS & ABILITIES

Leading creative projects from planning to publication

Creating content that fosters community and connection

Producing/directing shoots in-studio and on-location

Editing video with emphasis on narrative concision, clarity, and attention to detail

Cultivating and managing relationships with internal and external stakeholders

AWARDS & ACHIEVEMENTS

2023 Telly Award, Talk Show/Interview (*Let's Get Personal Computing*, Editor)

2022 Telly Award, Non-Scripted/Documentary (*CodeStories: Mixed Reality for Cultural Heritage*, Editor)

2020 Assoc. of Washington Cities Award, Outstanding Worksite Health Program

Official Selection, 2017 Beijing International Film Festival (*Futures Past*, Editor)

Official Selection, 2016 Chicago International Film Festival (*Futures Past*, Editor)

PUBLISHED BYLINES

Backpacker; *New York Daily News*; *The Hardball Times*; *Lapham's Quarterly*; *MLB.com*; *Runner's World*