

profile

I am an outstanding creative professional with considerable experience in print, interactive and broadcast media. With strong strategic, conceptual and production skills, I have earned recognition by developing exciting, integrated marketing communications for clients both large and small.

experience

ART DIRECTOR

StormFrog, Inc.
Rochester, NY (Victor)

12 | 2006 - Present

Acclaimed Art Director for web development firm offering customized web solutions. Interfaces with ad agencies and clients to plan, manage and design compelling marcom. Involved in branding, interactive, print and video.

Clients include: MasterCard, NBC, Nestle, DirectTV, Saturn, Norwegian Cruise Lines, Panasonic, Sony Playstation 3, Versus, Kodak, Xerox, IZZO Golf, Very Best Kids, Wesleyan College, etc.

CREATIVE MANAGER

LogicalSolutions.net
Rochester, NY (Brighton)

05 | 2005 - 10 | 2006

Award-winning Creative Manager for an industry leader in internet solutions. Responsibilities included: client relations, creative design concepts, UI designs, motion graphics, CSS specs, managing creative with outsourcing partners, etc.

Clients included: Constellation Brands, Frontier, GRE, High Falls Brewery, Jim Beam Brands, Nazareth College, Roberts Wesleyan College, Stratmosphere, Town of Victor, Wilmore, etc.

ART DIRECTOR

Archer Communications, Inc.
Rochester, NY

08 | 2003 - 05 | 2005

Award-winning Art Director for ad agency with strong focus on brand positioning/development and integrated marketing communications. Designed print and interactive projects. Managed design staff.

Clients included: ABVI-Goodwill, CommNet Marketing, Crowne Plaza Hotel, Eldre, Kodak, Mark IV Construction, Parlec, St. John Fisher College, Uneeda Birkenstock, Zeller, etc.

MULTIMEDIA DIRECTOR

Quantum Communications, Inc.
Rochester, NY

03 | 2001 - 04 | 2003

Multimedia Director for full-service advertising agency that specialized in web design, print, corporate identity, and broadcast media. Created advertising for various clients in automotive, health care and retail industries.

Clients included: Ametek Power Instruments, Chef Direct, Dick Ide Pontiac/Honda, Hilton East, Riverside Chevrolet, Scott's Photo, Shinkawa, Simcona, Thales-Optem, Uniform Village, etc.

ADJUNCT PROFESSOR

Monroe Community College
Rochester, NY (Brighton)

10 | 1999 - 01 | 2001

Taught college-level web design. Was responsible for demonstrating real-world techniques and practices of web designers. Held lectures and created tutorials, quizzes and exams.

GRAPHIC DESIGNER

Westley Associates, Inc.
Rochester, NY (Penfield)

11 | 1997 - 02 | 2001

Produced many print collateral campaigns for financial institutions, colleges and organizations as well as consumer packaging for the food industry.

Clients included: Bausch & Lomb, D'Lisi Food Systems, Kodak, Oppenheimer Funds, RayBan, Solition, SUNY Brockport, etc.

training

Account Executive Sales Course
BFA Graphic Design
AAS Visual Comm. Technology

2002 | Quantum Communications, Inc.
1999 | Rochester Institute of Technology
1997 | Monroe Community College

acclaim

"Matt demonstrated excellent leadership with his clients and peers, confirming that he was a difference-maker."
- Leo Linder, LogicalSolutions.net

"Matt has the eye of an art director, the brain of a marketing manager, the attention to detail of a project manager, and a positive, professional attitude that makes working with him a rewarding experience."
- Adam Kranitz, Online Marketing Consultant