



mattdangelo

ac TZ/Tj dRd

2\W/c 6\W\Tæd	4	3g TV	7	5Z\Tè c	7
8` =ZjV	6	> VUR"! !	8	5cR^ h VRgVc	9
:Jf dæRè c	9	?fV_U	6	7JrY	6
:^ R\VCVRJ	9	ARZ_d/c	7	Def LZ	8
:_5VdZ_X	9	A` dVc	8	AY è XcRaj	8
AY` è dY` a	9	Bf Ræ\ Adæd	9	?`_j =Z_VRc	8
AdV^ ZæV	9	D` f_U7` cV	8	GZUV 6UZÈ_X	7
				2f LZ 6UZÈ_X	7

Versatile on both Mac and PC workstations.
Proficiency rating on a scale from 1 to 10 (novice to expert).

Born and raised in Rochester, NY. Attended private school with a concentration in art and business. Earned an Associates Degree in Visual Communications Technology from Monroe Community College then a Bachelors in Graphic Design from Rochester Institute of Technology. Taught web design for two years at Monroe Community College. Held creative positions in several reputable local ad agencies.

Studied broadcast production and motion design. Traveled around the country on production shoots. One project, in particular, was a 30-minute national infomercial that generated well over \$45 million in sales.

Designed identity system for Eastman Kodak's international trade publication: *:_4R^ VdR+@_ 4R^ afd* This magazine stimulates and educates student filmmakers the world over.

Rebranded global toolmaker: Parlec.
Developed a comprehensive visual style with european flair. Produced trade show exhibit, graphic standards manual and five product catalogs.

As a creative professional, I've performed in various roles such as: creative manager, art director, adjunct professor, multimedia director, and graphic designer. Working in a variety of media (print design, interactive authoring, photography, television and radio) has enriched my diverse skill set.

I am passionate about the advertising industry; especially the strategy and creative thinking required to develop marcom that produces a strong return on investment.

4C62E:G6 >2?286C	2CE 5:C64E@C	>F=E:> 65:2 5:C64E@C	8C2A9:4 56D.8?6C
Named "Employee of the Month" (08.01.05)	Re-designed the agency's website and corporate ID	Multi-faceted involvement in several national infomercials	Designed and authored a major CD-ROM project for the RochesterFunds (a subsidiary of Oppenhemier Funds)
Championed a comprehensive graphic standards manual for the company's new brand ID	Instituted several cost-saving and self-promotional initiatives for the agency	Completed an Account Executive sales course	Designed the successful "Zoli" product brand for D'Lisi Food Systems
Won new business for the company as a result of my contributions in client meetings	Designed a number of award-winning corporate IDs	Photographed and designed large-scale, product catalogs with international circulation	
	Created an award-winning website for Syracuse Glass		