

# MATTORDESHOOK

DESIGNER / PHOTOGRAPHER / ART DIRECTOR

## SUMMARY

A performance-driven, extremely organized professional with extensive experience in marketing, advertising, and brand development. An award winning digital creative with proven success as a web designer, animator, graphic artist, UX/UI designer, video editor, social media content creator, print designer, photographer, and creative lead. Detail oriented self-starter with excellent oral and written communication, analytical, organizational, and time management skills. Comfortable working autonomously in fast-paced, stressful environments as while collaborating in diverse team atmospheres. With over 10 years experience developing engaging content for large and upcoming brands, Matt is highly motivated and eager to be a part of any team's exponential success.

## EXPERIENCE

### 2018 - 2019 Art Director - Mad Dog Athletics Inc.

1. Lead designer, animator and photographer for [spinning.com](http://spinning.com) and [peakpilates.com](http://peakpilates.com). Worked directly with CEO, marketing director, and brand managers on the look and feel of multiple campaigns. Did all post-production work to ensure campaigns launched successfully. Marketing assets included; email headers & graphics, website & homepage creative, web banners, video, social media content, advertising banners, and other visual media.
2. Built strong relationships throughout the company to ensure successful launch of various campaigns and re-branding efforts. Re-branded the online education branch of spinning.com now called Spinning Digital that increased new subscriptions by 15% and decreased un-subscribing by 25% percent. Re-branding marketing material included; new website, video, e-mail, photography, social media, OOH and print catalogs.
3. Lead photographer on Spinning® and Peak Pilates® for product, lifestyle and social media shoots. Successfully executed multiple shoots with limited resources while maintaining quality of content being created. Worked with Pilates and Spinning instructors to capture best athletic routines and postures.
4. Successfully re-designed Spinning.com to include a clean modern style, video headers, and a mobile e-commerce solution. The re-design made a significant improvement on the sites performance including; decreasing bounce rate by 65% with dramatic increases in both conversion rates and session durations.



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## QUALIFICATIONS

Gains confidence and trust from stakeholders through collaboration to drive creative ideas and strategic execution. Hands on Art Director with professional experience as a successful photographer, designer, and animator. Able to adjust workflow and scale team according to marketing needs. Possess a network of industry professionals across all creative disciplines including; graphic design, photography, copy-writing, models, Make-Up Artists lighting experts, and video experts. Experienced partnering with social media influencers to create content to build brand awareness with focused campaign goals. Able to analyze and translate marketing data to optimize campaign assets.

## SKILLS

Art Direction, Graphic Design, Responsive Design, Brand Design, Campaign Conceptualization, Product & Lifestyle Photography, Out-of-home design, Typography, Landing Page & Banner Design, Web & Mobile Design, UX/UI, Animation & Video, HTML & CSS, Adobe Creative Suite, Photoshop, After Effects, Animate, InDesign, Workflow Development, Trello, Asana, PC & MAC, Google Analytics, SEO optimization, ADA Compliance, Web & Mobile Best Practices, Social Media Best Practices, E-Mail Best Practices, Shopify, WordPress, Woo-commerce, BigCommerce, MailChimp, Hootie Suite

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## EXPERIENCE

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### 2014- 2018 Art Director - ID8brands.net

1. Senior-level partner providing creative solutions for online and out-of-home marketing initiatives. Lead creative designer and photographer for a variety of brands including; Fullscreen.com, Intersection.com, Fireball Skate, NuMe Hair, EnvyMe Fiji Clothing, Stoked LA, State of Blue Clothing, Runway Rogue Cosmetics, House of Sussex Fashion, and Revive ProCare Hair.
2. Working with key stakeholders for various brands to ensure all creative marketing collateral is delivered on schedule and on budget for social media, retail marketing, events, outdoor activation, e-mail marketing, online paid media, product launches, promotional assets, and sales creative collateral.
3. Collaborating with CEO, CMO, marketing directors and brand managers on overall brand strategy and the development of creative concepts. Oversaw the production of approved creative concepts. Hired and directed team members to ensure concepts are executed to brand standards.
4. Built and managed creative teams of designers, copywriters, photographers, videographers, animators, production designers and other creative talent that produced content for beauty, fashion, athletic, and lifestyle brands. Directed and staffed photo and video shoots including; models, make-up artists, videographers, stylists, lighting and set designers.
5. Traveled to Fiji with influencers for Envy Me Fiji Fashion Brand. Instagram grew from 150 followers to 6000 actively engaging followers in less than two months.
6. Managed multiple social media accounts for various brands. Hired and managed teams (community managers and brand ambassadors) in the creation of content to deliver brand messaging across various social media channels. Worked directly with social media influencers on the creation of branded content for YouTube, Instagram, and Facebook for fashion, athletic, and beauty brands.
7. Lead creative designer and photographer on the Intersection.com account. Responsible for the development of creative design for out-of-home campaigns for various brands including; Hugo Boss, Red Bull, The Emmys, GoPro, and NBC. Creative concepts were used to win large media contracts for Intersection.com.



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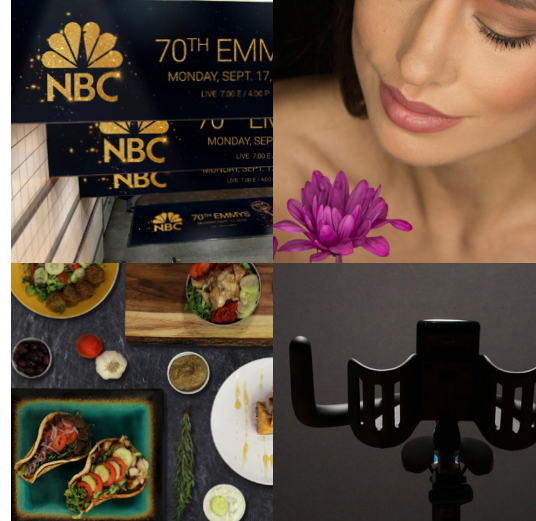
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### 2013 - 2014 Visual Artist - ViSalus Inc.

1. Provided design, video editing, and photography to various departments throughout the company on projects that included; social media campaigns, e-commerce websites, corporate rebranding, and new product launch campaigns.
2. Received the 'Vi-Guy award' - an internal employee recognition award for exceptional collaboration and teamwork.
3. Worked closely with marketing team to develop creative strategy for the successful product launch of ViCrunch Cereal, Lemonade energy drink, and Vi Model competition. Each campaign exceeded revenue expectations while increasing brand awareness. Sold out of both ViCrunch cereal and Go energy drink on initial launch.
4. Supported marketing team in the launch and execution of Vi-Model competition. The event was promoted on social media channels that led to over 3,000 model submissions and over 1 million people voting. Vi Model marketing creative distributed on multiple social media platforms generated over 10,000 attendees forcing the event to be moved to a new location to accommodate its success.

### 2011 - 2013 Sr. Creative Ad Designer - Edmunds.com

1. Sr. Designer on the creative service team that successfully improved user experience on Edmunds.com, designed ads for automotive brands, and created sales presentations for account executives.
2. Worked closely with account executives to design sales presentations that won significant contracts with multiple automotive brands. Sales presentations included creative ad comps for exclusive media buys on Edmunds.com.
3. Was lead creative on the successful launch of a custom ad service program targeting big automotive accounts. The program increased advertising spending on Edmunds.com by offering automotive brands custom landing page experiences. Brands that participated in the program included Ford, BMW, Toyota, Nissan and Audi.



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### 2009 - 2011 Art Director - Ogilvy & Mather

1. Art Director on award winning team responsible for the execution of branded campaigns for Cisco Systems, Nature Made, AMPM, Wells Fargo, and Ameritrade.
2. Lead interactive designer on various high-profile projects including rebrand style guide for Cisco Systems, redesign of Cisco Systems website, Fuel Your Greatness Campaign for Nature Made, and To Much Good Stuff for AMPM.
3. Lead interactive designer on new client pitches that successfully won accounts with Disney and Tabasco. Part of a very talented team that won multiple awards including the Webbys for most innovative digital campaign.

### 2007 - 2009 Sr. Designer - &Brand Agency

1. Manage multi-talented teams simultaneously on lead generation campaigns requiring A+B performance optimization. Developed production workflow that improved quality of content in conjunction with account executives, producers and project managers. Managed copywriters, designers and interactive designers on the successful execution of landing page designs
2. Creative director (design & photography) on the initial launch of three brands (Proactiv, Wen, and Meaningful Beauty) into International markets. Working with the international marketing team, I translated brands goals and product details into a well developed performance based customer acquisition plan that included a unique content strategy involving A+B testing, e-mail marketing, video, banners and landing pages. Centered around celebrity endorsements the campaigns exceeded expectations in Canada, Latin America, and Europe.

### 2007 - 2009 Interactive Designer - TBWA \ CHIAT \ DAY

1. Designed and developed rich-media content for Nissan and PlayStation that included editing video and designing animations for interactive media.
2. Followed brand guidelines to successfully design and develop interactive media for agency clients including; Nissan, Playstation, Uncle Bens, and Infiniti.



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