



# MATT DANGELO

## CREATIVE DIRECTOR

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## Work Experience

Creative design professional with over 15 years of experience in print, interactive, and broadcast media. Proven leader in strategic marketing across diverse industry verticals, skilled in managing creative teams and developing budget-conscious strategies. Adept at crafting world-class tactics that efficiently engage audiences across various account types and retail experiences. Expert multitasker committed to delivering high-quality results.

### CREATIVITY

- ..... CREATIVE MANAGEMENT
- ..... CREATIVE DIRECTION
- ..... ART DIRECTION
- ..... GRAPHIC DESIGN
- ..... LEADERSHIP + MENTORSHIP

### DESIGN

- ..... VISUAL IDEATION
- ..... BRANDING
- ..... PACKAGING
- ..... ADVERTISING
- ..... SOCIAL MEDIA

### INTERACTIVE

- ..... UI/UX DESIGN
- ..... WIREFRAMES
- ..... PROTOTYPES
- ..... APPS + GAMES
- ..... DISPLAY BANNERS

### IMAGING

- ..... MOTION DESIGN
- ..... VIDEO EDITING
- ..... VIDEO PRODUCTION
- ..... PHOTOGRAPHY
- ..... DRONE IMAGING

### CREATIVE DIRECTOR FLYNN

02/2015 - 02/2024

9 YEARS

Led creative teams and executed hands-on design across digital strategy, web development, motion design, social media, branding, and targeted advertising. Produced highly effective creative marketing with a focus on data-driven approaches. One example: Helped Quest Diagnostics reach a 14x increase in revenue growth, equaling 70MM in just three years. Delivered exceptional client satisfaction through innovative design and strategic execution.

### CREATIVE DIRECTOR STORMFROG

12/2006 - 01/2015

8 YEARS

Designed and developed world-class branding, advertising, and marketing through a variety of tactics: software, websites, apps, social media, and games. Planned, managed, and designed a wide variety of campaigns in collaboration with clients and ad agency partners. One example: Won the ADDY Best-Of-Show for a dynamic Toyota Scion sweepstakes campaign. Key contributor to the growth of the startup from 7 to 50 employees.

### CREATIVE MANAGER LOGICAL SOLUTIONS

06/2005 - 10/2006

1.5 YEARS

Directed branding and marketing efforts for a diverse range of B2B and B2C accounts. Developed creative strategies, UI designs, motion graphics, and technical specifications. Managed creative projects with outsourced partners to ensure high-quality results.

### SENIOR ART DIRECTOR ARCHER COMMUNICATIONS

01/2003 - 02/2024

2.5 YEARS

Decorated agency director with a strong focus on brand positioning, development, and integrated marketing communications. Designed a wide range of print and interactive projects in several industries. Managed the in-house creative team.

### MULTIMEDIA DIRECTOR QUANTUM COMMUNICATIONS

01/2001 - 01/2003

2.75 YEARS

Highly versatile director of a full-service advertising agency, specializing in web design, printed marketing collateral, corporate identity, and broadcast media. Created results-driven advertising for clients in automotive, healthcare, and retail industries.

### ADJUNCT PROFESSOR MONROE COMMUNITY COLLEGE

11/1999 - 02/2001

2 YEARS

Taught theoretical and practical web design and HTML. Responsible for demonstrating real-world techniques and practices of web designers. Conducted lectures, workshops, and developed tutorials, quizzes, and exams.

### GRAPHIC DESIGNER WESTLEY ASSOCIATES

03/1997 - 11/2001

4.75 YEARS

Third member of a design studio startup. Produced print collateral campaigns for financial institutions, higher education, and small businesses; as well as branding, websites, and consumer packaging for a variety of industries.





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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.

SOCIAL STRATEGIST AT AVID



## Education

### BACHELOR OF FINE ARTS, GRAPHIC DESIGN ROCHESTER INSTITUTE OF TECHNOLOGY

09/1997 - 06/1999

Focused studies on graphic design history, principles in advertising, typography, layout, color theory, editorial design, interactive design, and branding.

### ASSOCIATE OF ARTS + SCIENCES, GRAPHICS + PRINTING MONROE COMMUNITY COLLEGE

09/1995 - 06/1997

Trained in graphic design software, print production, photography, marketing, and psychology

## Volunteerism

### DOG WALKER

2023

### HUMANE SOCIETY OF ROCHESTER

### NEW HOME CONSTRUCTION

2021

### GREATER ROCHESTER HABITAT FOR HUMANITY

### EVENTS CO-CHAIR

2016 - 2020

### ROCHESTER ADVERTISING FEDERATION

Elevated club events (quality, variety, diversity, and inclusivity) that keep the Rochester creative community thriving. Through events and programs, educated, connected, and inspired stronger creative work.

### ADDY AWARDS: MOTION DESIGNER

2013

### ROCHESTER ADVERTISING FEDERATION

Created hundreds of live event graphics. Designed and animated dozens of category bumper videos.

### ADDY AWARDS: GRAPHIC DESIGNER

2012 - 2013

### ROCHESTER ADVERTISING FEDERATION

Designed graphics for touchscreen displays at the awards show gallery. Created UI/UX for innovative live tweet bar. Produced graphics for 80' x 12' HD video wall.

### CREATIVE PRODUCER

2012 - 2013

### THE FATHER'S HOUSE (CHURCH)

Conceptualized the concert video's creative direction for branding and stage lighting. Synergized creative and technical details with the broadcast video team. Served as DP and managed a 5-member video crew.

### EVENT PHOTOGRAPHER

2009 - 2015

### THE FATHER'S HOUSE (CHURCH)

Photographed the facilities and ministries for asset library. Photo coverage of baptisms and special events.

### DRUMMER

2007 - 2018

### THE FATHER'S HOUSE (CHURCH)

Drummed with the band in 3 services each weekend. Services were live-streamed online and broadcast to cable networks around the world. Drummed on the church's first live recording, "Shine Your Light".

## Certifications

### PUBLIC SPEAKING + HIGH IMPACT PRESENTATIONS DALE CARNEGIE

2023

### TEAM MANAGEMENT MAGNET GLOBAL

2022

### MASTERING PRESENTATIONS MAGNET GLOBAL

2021

## Awards

### ADDY GOLD + SILVER (DOZENS RECEIVED) ROCHESTER ADVERTISING FEDERATION

2010 - 2023

### ADDY BEST-OF-SHOW: TOYOTA SCION ROCHESTER ADVERTISING FEDERATION

2012

### BEST OF THE WEB: WEGMANS.COM ROCHESTER BUSINESS JOURNAL

2011





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## Portfolio Preview

A small sampling from the many inspiring businesses that I have had the privilege of designing for and collaborating with:

