



## Matthew Merkel

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# Matt Merkel resume

## PROFILE

- Graphic identity and brand development specialist
- Results-oriented graphics professional with extensive experience in print and digital advertising design and production
- Creative problem-solver; strategic conceptual thinker with strong analytical and communication skills
- Excellent project manager, detail-oriented; effective leader and manager of multiple tasks meeting tight deadlines

## EXPERIENCE

Project Manager, Art Director  
MATT MERKEL DESIGN | Charlotte, NC  
2/2009 - Present

- Design consultant for new ventures, small business and government services
- Managed project scope, work schedule and creative development of 15 licensed branded characters for merchandising, digital game and educational videos
- Produced marketing campaign and website for non-profit event which raised \$95,000 for Charlotte area homeless children and families: managed production of digital, print and display graphics

Senior Art Director  
POWELL & PARTNERS CREATIVE | Charlotte, NC  
8/2005 - 2/2009

- Designed Corporate ID and brand standards for nationally broadcast children's animated series
- Created brand identity, package design, brand standards and POP promotions for two new product launches
- Produced sales collateral and established new brand image for global flooring products and coatings manufacturer
- Designed and managed development of websites and interactive media – built working HTML sites and Flash motion graphics
- Built graphics files for web, electronic display, offset and digital press production and managed quality control processes including on-site press checks

Senior Art Director  
TERRY-KANE, ORLANDO | Orlando, FL  
1/2003 - 4/2005

- Developed original creative presentations that led to nine new agency accounts
- Developed six new branding and eight re-branding initiatives for new and existing clients
- Implemented design concepts to final digital mechanicals
- Led development of new product launch campaign, resulting in more than \$2 million net revenues for agency's largest account
- Hired, trained and managed staff designers and art directors for 7-member agency art department
- Outlined job specs and production schedules; established QC procedures; oversaw proofs and press approvals
- Art directed photographers and freelancers

Art Director  
ORLANDO SENTINEL COMMUNICATIONS | Orlando, FL  
11/1999 - 1/2003

- Developed and launched marketing campaign for re-branded core newspaper product and developed brand standards and guidelines for OSC marketing department
- Achieved record-setting Classified ad revenue increases through award-winning print and radio marketing campaign
- Enhanced corporate community relations through rebranding and marketing of charitable fund programs
- Worked with Marketing Department, company managers, outside advertisers and vendors on the planning, development and implementation of revenue and image enhancing projects
- Managed in-house and vendor-supplied web, offset and digital print production and insured quality, on-time delivery of end products

Owner, Art Director  
MASTERWORKS DESIGN, INC. | Orlando, Florida  
6/1991 - 12/2003

- Contracted to develop and launch Planet Hollywood brand – designed and produced illustrated logo, menus, merchandise and marketing materials
- Sub-contracted as primary design and production consultant to Orlando advertising agency for ten years
- Developed brand identity packages for more than a dozen hotels and vacation resort properties
- Successfully marketed comprehensive identity design programs for multiple community redevelopment projects, including Tampa's Ybor City National Historic Landmark District and the historic districts of the cities of Kissimmee and Hollywood, FL
- Re-branded product line for soft-drink beverage manufacturer – award-winning label designs resulted in significant increases in sales and market share and an expansion of product line from two to seven flavors
- Worked with clients and associates to identify marketing strategies, facilitate creative sessions, develop and present creative concepts and designs

## DIGITAL PORTFOLIO

<http://mattmerkeldesign.com>

## TECHNICAL SKILLS

**Advanced Proficiency: Adobe CS3 InDesign, Photoshop, Illustrator, Acrobat, Quark Xpress, Mac OSX**

Familiarity with Dreamweaver, Flash, Fireworks, HTML, CSS, Microsoft Word, PowerPoint, Excel

## AWARDS & ACHIEVEMENTS

- Full-tuition scholarship to AIFL
- Orlando Advertising Association (OAF) Addy's Design Awards '91, '96, '02
- 1999 Florida Mainstreet Outstanding Image Campaign
- Hotel Sales & Management Association International Design Awards '90, '91
- 2006 Midas Awards - Best Direct Mail
- 2006, 2007, 2008 AAF Charlotte & BMA Carolinas Awards
- 2009/2010 Chairman of Unitarian Universalist Church of Charlotte's Communications Team

## EDUCATION

ART INSTITUTE OF FORT LAUDERDALE

Fort Lauderdale, FL

Degree in Advertising Design

UNIVERSITY OF NORTH CAROLINA/CHARLOTTE

2009 Accelerated Project Management Certificate Program

LODESTONE DIGITAL

Adobe-certified Training Provider | Charlotte, NC

Interactive Media Training: HTML, CSS, Dreamweaver, Flash and ActionScript – 66 credit hours

Video & Multimedia Training: Adobe After Effects and Premier – 25 credit hours