

MATTHEW D. SHAFER

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PROFILE

A highly strategic creative-design and marketing professional with 20+ years of proven success in both managerial and production roles. A capable manager with an ability to lead and mentor a growing team of creative talent in producing award-winning work while maintaining tight timelines, strict budgets and producing a product that consistently exceeds customer expectation.

SKILLSET

- Art Direction
- Project Management
- Product Innovation
- Resource Management
- Client Presentation
- Graphic Design
- Print/Digital Advertising
- SEO, SEM, PPC
- Branding
- Team Leadership
- Web Design
- Integrity-Based Selling
- Marketing Campaigns
- Social Media
- E-Learning and Instructional Design
- Program Assessment

EXPERT IN

- Adobe Photoshop
- Illustrator
- InDesign
- Dream Weaver
- Muse
- Animate
- After Effects
- PowerPoint
- Word
- Keynote

EXPERIENCE

FLORIDA VIRTUAL SCHOOL / Art Director

2013 – Present / Orlando, FL

Design and developed online courses and lead efforts to improve student engagement and enrollment for web-based learning. Served as creative lead in conceiving and producing fresh, innovative design elements and polished products for clients. Supervise creative development efforts in accordance with strict deadlines and budget requirements. Work closely with teams of copywriters, artists, graphic designers, and web developers.

- Achieved an average design approval rating of 98% on projects I was creative lead, 13 percentage points higher than the average rating for projects I was not creative lead on.
- Able to complete latest project design and development 45 days ahead of schedule and roughly 20% below budget.

SHAFER CREATIVE / Director Design and Marketing

2005 – Present / Orlando, FL

Direct and deliver effective design and branding initiatives for clients. Drive accomplishment of client revenue goals by creating and launching brand-specific web and e-commerce interfaces. Solidify clients' online presence by implementing up-to-date Internet and mobile marketing campaigns. Research, test, and establish brand-appropriate social-media, SEO, and SEM programs. Increase clients' digital visibility through PPC and link-building techniques.

- Oversaw redesign and marketing efforts of client site resulting in 300% increase in site traffic and visitor click-thru.
- Led the design and development of complete marketing and media packages for clients to include social media, email, PPC, and SEO that provided flexibility to allow for customization to customer need.

UNITED STATES AIR FORCE / Visual communications Manager

2001 – 2005 / Eglin AFB, FL

Conceived, planned, and completed design of all print and online products and communications for the 96th Medical Group, ensuring consistency and continuity of brand and visual representation in collaboration with creative staff. Supervise and direct staff in website design and programming.

- Increased department production by 150% while reducing budget and turnaround times by an average of 20%.
- Promoted to Visual Communications Manager, NCO (Staff Sergeant) in less than four years.

EDUCATION

MASTER OF SCIENCE / Internet Marketing

Full Sail University, Winter Park, FL - 3.7 GPA

BACHELOR OF SCIENCE / Digital Art and Design

Full Sail University, Winter Park, FL - 3.9 GPA, Valedictorian

HONORS

- Digital Art and Design Award of Excellence
- Course Director's Award - Design & Art Theory
- Course Director's Award - Digital Video
- Course Director's Award - Editing Digital Video
- Course Director's Award - Graphic Web Design
- Course Director's Award - Advanced Motion Graphics
- Course Director's Award - Portfolio Creation
- Advanced Achievement - Digital Art and Design
- Valedictorian - Digital Art and Design
- DoD Design Excellence Award - 1st place, print design

MEMBERSHIPS

- American Institute of Graphic Arts (AIGA)
- American Marketing Association (AMA)