

# matt**boston**

C R E A T I V E D I R E C T O R

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www.MattBostonCreative.com

References & More On LinkedIn

## career highlights

### **Nutanix** | [Creative Director, Brand](#)

March 2022 – Present

- Planned and led strategic rebrand of the company across all facets of the business: web, product, marketing materials, sales, customers, etc
- Created efficiencies for the business across vendors, team structures, enablement of brand materials through Brand Portal and guidelines
- Spearheaded initiatives for brand consistency and business strategy across tech stacks, customer programs, internal communications, etc
- Worked cross-functionally for impact of brand, content strategy, and consistency with key business areas and stakeholders

### **Workday** | [Associate Creative Director; ABM, Brand, Events & Experience](#)

July 2018 – Present

- Team-lead for creative on Account-Based Marketing team to acquire new customers for Workday
- Successfully contributed to the closure of \$65M in new accounts within first year of ABM program through first-contact campaigns
- Successfully initiated need for a new Brand Team, spearheaded rebrand initiatives, as well as creating and deploying a single typeface across entire organization, including product, saving millions in licensing
- Worked with Events Team to organize, create, schedule, and delegate 1M+ pieces of creative, from live-events, way-finding, consumables, print, video, and structures for annual event of 13,000+ attendees

### **Access Communications** | [Senior Art Director](#)

June 2016 – July 2018

- Led creative strategy for digital/social team for all clients across the agency, ranging from big-tech to consumer and retail brands
- Concepted, directed, and developed all creative for all clients
- Served as the client-facing creative lead for key accounts, providing high-level creative and strategy, and brand stewardship for all creative programs and deliverables across social, digital, and PR
- Led and executed projects from concept to completion short-form video, print, social content, events, experiential activations, digital, etc

### **Pinterest** | [Freelance Art Director](#)

February 2016 – June 2016

- Lead creative for "The Pin Factory" initiative
- Charter of team was to create Pins for national/major brands looking to use the Pinterest Platform to reach their marketing goals
- Assessed customer brand needs and best practices for optimal performance on Pinterest's app and website
- Taught customers to understand how to best utilize brand visuality and adapt it to improve customers' engagement and awareness

### **VaynerMedia** | [Senior Art Director](#)

November 2014 – February 2016

- Lead and oversee all creative work, from faster, smaller pieces of content to bigger builds for a range of clients, as well as internal work
- Demonstrate leadership in areas of typography, layout, and design trends to team members
- Gained mastery of industry-best practices and social platforms, as well as learning and articulating the unique client POV on each
- A friendly teacher, as well as a proficient doer when working within team

### **Circone + Associates** | [Art Director](#)

July 2011 – October 2014

- Led and oversaw all creative and visual output including all design, strategy, and methodologies
- Designed, developed, and implemented all branded or re-branded elements, applications, and collateral
- Created and managed brand compliance and photography
- Directed and created broadcast, radio, print collateral, video editing
- Website design, coding, and launching
- Led all RFP's, rebrand, and other creative pitches to clients
- Selected and interfaced with all vendors (video and print) to ensure quality, value and return on investment
- Led team of designers, copywriters, photographers, videographers, to create brand-perfect experiences

## skills & expertise

### **Design**

3D Design, Photography, Digital Processes, Typography, Trademark Design, Advertising Design, Computer Illustration, Publication Design, Multimedia Design, Graphic Design, Layout Design, Branding

### **Programs & Tech**

Photoshop, Illustrator, InDesign, Flash, Dreamweaver, Microsoft Office, Windows / Mac OSX, WordPress, HTML / CSS, Maintenance & Repair

### **Personal**

Account Management, Project Coordination, Content Development & Management, Strategic Communications, Professional Writing, Client Expectation Management, Customer Relations, Analytical/Research, Computer Literacy, Leadership, Flexibility/Adaptability, Interpersonal, Planning/Organizational, Problem Solving, Super Guitar Shredder

## education

### **The University of Dayton**

[Bachelor of Fine Arts in Visual Communication Design](#)

Minor in Communication & Marketing | September 2006 – December 2010

- Member of AIGA (American Institute for Graphic Arts: Cincinnati Chapter)
- Member of Fusion, Graphic Design Guild at The University of Dayton
- Member of The Sigma Chi Fraternity, Iota Theta Chapter
- Study Abroad Term in London, Summer 2010

## accolades

- Successfully landed largest clients through RFP's during time within New Business teams in each agency setting
- Designs internationally published in Touch Magazine: Volume 2
- Being considered as your new team member
- My mom thinks I'm pretty neat