

As an seasoned creative professional, I've performed various roles and worked in a variety of media such as: print design, interactive authoring, photography, tv and radio. These experiences have formulated and enriched my diverse skill set. I am passionate about the advertising industry; especially the strategy and creative thinking required to develop marcom that produces stellar results.



matt d'angelo
PROFICIENCY STATISTICS



Adobe After Effects	4	Adobe Flash	5	Adobe Premiere	8
Adobe Dreamweaver	9	QuarkXPress	8	Avid / Media 100	7
Adobe GoLive	6	Macromedia Director	6	Adobe Audition	8
Adobe Illustrator	9	Corel Painter	7	Steinberg Nuendo	6
Adobe ImageReady	9	DAZ 3D Bryce	7	Audio Editing	7
Adobe InDesign	9	SmithMicro Poser	7	Video Editing	8
Adobe Photoshop	9	Microsoft Office	7	Photography	9

Versatile on both Mac and PC workstations. Proficiency rating on a scale from 1 to 10 (novice to expert).

Born and raised in Rochester, NY. Attended private school with a concentration in art and business. Earned an Associates Degree in Visual Communications Technology from Monroe Community College then a Bachelors in Graphic Design from Rochester Institute of Technology. Taught web design for two years at Monroe Community College. Held creative positions in several reputable local ad agencies.

Studied broadcast production and motion design. Traveled around the country on production shoots. One project, in particular, was a 30-minute national infomercial that generated well over \$45 million in sales.

Designed identity system for Eastman Kodak's international trade publication: *InCamera: On Campus*. This magazine stimulates and educates student filmmakers the world over.

Rebranded global toolmaker: Parlec. Developed a comprehensive visual style with european flair. Produced trade show exhibit, graphic standards manual and five product catalogs.

CREATIVE MANAGER	ART DIRECTOR
<p>Named "Employee of the Month" (August 1, 2005)</p> <p>Championed a comprehensive graphic standards manual for the company's new brand ID</p> <p>Won new business for the company as a result of my contributions in client meetings</p>	<p>Re-designed the agency's website and corporate ID</p> <p>Instituted several cost-saving and self-promotional initiatives for the agency</p> <p>Designed a number of award-winning corporate IDs</p> <p>Created an award-winning website for Syracuse Glass</p>
MULTIMEDIA DIRECTOR	GRAPHIC DESIGNER
<p>Multi-faceted involvement in several national infomercials</p> <p>Completed an Account Executive sales course</p> <p>Photographed and designed large-scale, product catalogs with international circulation</p>	<p>Designed and authored a major CD-ROM project for the RochesterFunds (Oppenhemier Funds subsidiary)</p> <p>Designed the successful "Zoli" product brand for D'Lisi Food Systems</p>