



Matthew Stein

(610) 442-2432 contact@matthewstein.biz matthewstein.biz

PROFESSIONAL SUMMARY

Marketing/Creative Director and Project Manager with 23 years of agency, in-house and freelance experience. Recognized by clients and peers for innovative and effective solutions using in-depth knowledge of current marketing trends and platforms.

EMPLOYMENT AND DESIGN EXPERIENCE

Dealer World Automotive Advertising / Agency 345 || Lehighton, PA (February 2020 – Present)

- Roles: Director of general advertising division Agency 345; Information Systems Project Manager for parent company Dealer World.
- Clients included automotive dealerships and services, online fitness, real estate, pharmaceutical, country club and golf products.
- Co-founded general agency division and trained team; directed website creation and print material for clients; developed branding, conquest, remarketing and drip campaigns across web, social, search and email outreach; scripted and directed video shoots.

Freelance || Quakertown, PA (Present)

- Designed solutions for clients in the manufacturing, construction, entertainment, candy, pharmaceutical and non-profit industries.
- Projects included website development, online content, print collateral, photography, illustrated visualizations and product artwork.
- Art directed packaging for product lines sold at Whole Foods, Bed, Bath and Beyond, Best Buy, Barnes & Noble and FYE.

Isolator Fitness / David Leo Marketing || Reading, PA (March 2019 – November 2019)

- Role: Assistant Creative/Marketing Director and Project Manager for e-commerce marketing company.
- Clients included health and fitness brands, car care manufacturers, therapeutic product retailers and garment printing companies.
- Produced and directed creative for omni-channel marketing through email and social media campaigns, Amazon.com and Shopify.
- Implemented project management software and procedures to increase department efficiency and accountability.

KidStuff Coupon Books || Allentown, PA (April 2012 – February 2019)

- Role: Project Manager and Senior Designer for educational fundraising company that produced large-run, 400-page coupon books.
- Public relations tasks included product promotion through online channels and collaborations with recognized influencers.
- Created artwork and copy for product, website and social media.
- Coded data-driven system to produce books from CRM data source, as well as content for WordPress-powered website. Solutions succeeded in expediting turnaround time, eliminating errors and increased number of book editions (doubled over a 3-year span).
- Led management in realigning cross-functional production workflows and trained company for new processes.

Oldies.com || West Conshohocken, PA [parent company: Gotham Distributing] (October 2003 – March 2012)

- Role: Senior Graphic Designer for company which includes retailer Oldies.com, direct-mail catalog Nina's Discount Oldies and home video label Alpha Home Entertainment.
- Responsible for website content, print catalog layouts, product photography, copy writing and coding data-driven content.
- Created award-nominated artwork and materials for video label. High-level projects included the acclaimed Merv Griffin Box Set.

Klunk & Millan Advertising || Allentown, PA (July 1998 - September 2003)

- Role: Designer for firm with diverse clients, including hospitals, universities, manufacturing, construction and not-for-profits.
- Designed catalogs, brochures, manuals, advertisements, websites, corporate identity, billboards and trade show displays.
- Responsibilities included sourcing vendors, collecting quotes to establish project budgets, and client presentations.

SKILLS AND APPLICATION / PLATFORM EXPERIENCE

- Project management: Wrike; Monday.com; Trello; Teams; Sharepoint; Visio; LucidChart.
- Graphics and layout applications: Photoshop; Illustrator; InDesign; Acrobat Pro; Clip Studio.
- Website development: Dreamweaver; FileZilla; WordPress; Shopify; Wix; Squarespace; Adobe Xd.
- Multimedia tools: Adobe After Effects; Audacity; GarageBand.
- Email and social targeting platforms: ActiveCampaign; Facebook Ads Manager; Google Ads Manager; Hootsuite; SEMrush.
- Office applications: Google Apps for Business; Microsoft Office; Apple's Productivity Apps; OpenOffice (and its derivatives).
- Communication methods: Google Meet; Zoom; Go To Meeting; Skype; Loom; Slack; Voxer.

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ADDITIONAL EXPERIENCE AND SPECIALIZED SKILLS

- Setting up Google Analytics and Google Tag Manager to measure KPIs
- Long history of interfacing with local and remote strategic partners and vendors for digital and print product and packaging.
- Highly skilled in copy writing, editing and information research for advertising, articles, books or company files.
- Adept at coding HTML5 documents, formatted using CSS. Knowledge of JavaScript/JQuery/Bootstrap for mobile responsiveness.
- Familiar with SQL to query and/or manipulate databases and export data files; experienced with phpMyAdmin and MySQL in MAMP.
- Have a general understanding of object-oriented languages and can deepen understanding as required for task.
- Specialized in data-driven print automation with Em Software's InData scriptable plug-in for InDesign and custom-built AppleScript for front-end handling and data validation.

PERSONAL SKILLS

- A fast learner who looks at obstacles as challenges and not problems.
- Always prepared to either be a leader or take a more hands-on approach.
- Great at listening to clients' and team members' concerns and proposing viable solutions for positive outcomes.

CERTIFICATIONS

- Advanced Google Analytics Certification [Google Analytics Individual Qualification; Completion ID: 80511057]
- Google Ads Search Certification [Completion ID: 45489988]
- Google Ads Display Certification [Completion ID: 84037617]
- Google Tag Manager Fundamentals Certification [Certificate of Completion; expires February 2023]
- Google Ads Measurement Certification [Completion ID: 54598067]

MEMBERSHIPS

- AIGA

EDUCATION

Kutztown University || Kutztown, PA

BFA in Communication Design, with dual concentrations in Graphic Design and Illustration – GPA 3.72

DeSales University || Center Valley, PA

Master of Science in Information Systems course work with a focus on Project Management. – GPA 4.0

Lansdale School of Business || Lansdale, PA

Non-degree classes included training in ASP to programmatically access and manipulate databases; modern concepts in Document Object Model / Object Oriented Programming; JavaScript programming; and 2D animation with Adobe applications. – GPA 4.0

Bucks County Community College || Newtown, PA

Non-degree studies in UI/UX, HTML, CSS and JavaScript. – GPA 4.0

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