

# MATTHEW GRIER

BRAND ARCHITECT  
& CREATIVE TEAM LEAD\*

\*Whether its furnishing an interior space, concepting and building an integrated marketing campaign, baking up a mess with flour and butter, or stringing together a collection of words to create a message that is moving and memorable; I'm enthusiastic about all areas of creativity. In or out of a work setting, I am energetic and ambitious. I have a relentless sense of humor and am fueled by a steady stream of laughter and peanut butter cups.

## CONTACT

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## EDUCATION

Rutgers University  
B.A., May 2008  
Journalism & Media Studies  
American Studies

Northampton Community College  
A.A.S., May 2014  
Communication Design

## SKILLS

Creative Direction  
Logo/Identity Systems  
Concepting  
Art Direction  
Integrated Campaigns  
Editorial  
Content Strategy  
Messaging/Copywriting  
Brand Positioning  
Social Media  
Web Design

## EXPERIENCE

### CREATIVE DIRECTOR

AC&C Marketing | October 2020-November 2021

The agency mission at AC&C is to spotlight the soil-born story of agriculture, food, and beverage brands in their marketing through modes of education and storytelling in an effort to bridge the divide between where our food comes from and the consumers who purchase. As Creative Director, I championed teams of designers, writers, developers, and more to produce a constellation of brand touchpoints that were uniquely compelling, distinguishing, and meaningful. Besides oversight of planning and execution within the creative department, in this senior leadership role I contributed to development of client brand positioning with strategy and account teams, supervised third party creative partners and production vendors, pitched and presented on agency process and services in new biz efforts, and regularly engaged in meetings with executive management to identify and brainstorm areas of improvement regarding office operations, business practices, and company culture.

### ASSOCIATE CREATIVE DIRECTOR

160over90 | March 2019-April 2020 (Art Director, April 2017-March 2019)

Cleverly named after high blood pressure, the work done by 160over90 is intended to spark excitement and a visceral reaction by audiences. In my role as Associate Creative Director, I was responsible for crafting compelling brand narratives that elevate awareness and resonate with target audiences. I lead the conceptualization, development, and implementation of projects for clients including UCLA, Portland State University, WEAR by Erin Andrews, Amazon, Abercrombie & Fitch, and University of Arizona.

### FREELANCE CREATIVE LEAD

The Smilist, *April 2015-November 2020*

The Smilist is a rapidly-growing and modern dentistry practice with a network of offices in Long Island, New York City, and New Jersey. I collaborate with the marketing team to regularly plan and produce a broad range of print and digital materials. In my time with the company, I have explored and developed new facets of the brand through numerous touchpoints including ad campaigns, OOH billboards, educational materials, print advertising, social strategy and content, identity design, web design, signage and environmental branding, and more.

### ART DIRECTOR

Illustria, *March 2015-October 2016* (Designer, *Sept 2014-March 2015*)

Illustria is a design agency in Washington DC, providing clients with creative services through a monthly membership model. I managed an index of clients in diverse industries, acting as their primary point-of-contact. This role required balancing and overseeing all phases of anywhere from 10-20 active projects, including client kickoff calls, designer briefings, internal reviews, and concept pitching and presentations; all while maintaining the brand consistency and unique goal of each client and/or project. A large portion of this included leading and collaborating with designers and interns; assigning projects appropriate to individuals' strengths and finding opportunities for skill development and cross-training.

### DESIGNER

Altitude Marketing, *January-May 2014*

Specializing in B2B technology-oriented companies, Altitude Marketing is a full-service integrated marketing firm. I was responsible for assisting the creative services department with a variety of projects for their retainer clients including web graphics, banner ads, marketing materials, presentation visuals, and logo design.