



Matthew Michael Albert

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Current Employer

MLT Creative - Clarkston, GA Art Director

February 2007 - Present

- Work with account executives, copywriters, senior creative director (and often directly with clients) to deliver on project objectives
- Direct and oversee design staff on both daily and long term projects
- Manage high volume requests from multiple clients under tight deadlines
- Develop logos, branding and standards & usage guidelines
- Execution of concepts from initial idea to final implementation through meetings, conceptual development, initial creative, presentation, revisions/change orders and mechanical file preparation
- Application of creative across various campaigns based upon client needs in print/digital media (direct mail, trade ads, tradeshow displays, corporate stationery, emails, banner ads, websites and landing pages)

Internship

Graphic Designer Office of Marketing & Communications (OCM) Auburn University

June 2004 – March 2005

Created signage for Auburn University's campus/downtown area. Designed and managed various print projects for departments such as Athletics, Auburn Study Abroad and New Student Recruitment. Worked directly with Al Eiland, Senior Creative Manager for Office of Marketing & Communications.

Strengths

Art Direction, Illustration, Typography, Web Design, Conceptual Design, Identity Design And Brand Standards, Brand Consulting, Advertising, Photography And Image Processing, Inbound Marketing, High-level Presentation Concepts, Creative Development, Key Account Programs, Package Design, Point-of-Sale and Maximizing Tradeshow Impact

Digital Skills

Adobe Photoshop, Adobe Illustrator, Adobe Dreamweaver, Adobe InDesign, HTML/CSS, Email Template/Newsletter Design, Formstack, Wordpress, Hubspot, Microsoft Word and PowerPoint

Awards & Honors

American Marketing Association, Atlanta Marketer of the Year (AMY) Awards:

- 2012 Web Lead Generation
- 2011 Event Marketing Under \$100K
- 2010 B2B Integrated Marketing Campaign
- 2009 B2B Visual Branding
- 2008 B2B Integrated Marketing Campaign and B2B Visual Branding
- 2009 DMA South Star Awards | B2B Integrated Marketing Campaign | B2B Lead Generation Direct Mail

Education

Auburn University
Bachelor of Fine Arts - Graphic Design
Pi Kappa Phi
GPA: 3.5/4.0

August 2002 – December 2006

