MATTHEW NEITZEL

CREATIVE LEADERSHIP

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CAREER OBJECTIVE

As an accomplished leader in the creative industry with a strong focus on customer experience (CX), I thrive on fostering collaborative environments that empower teams and departments to deliver maximum value to customers. Throughout my career, I have successfully overseen and executed a diverse array of design projects encompassing web, digital, print, and video platforms. By leveraging strategic data, analytics, and user experience studies, I deepen the understanding of customer needs, resulting in thoughtful and impactful creative solutions integrated with robust back-end functionality. My global experience has honed my leadership, design, and technical skills, making me a valuable asset to any organization seeking to achieve excellence and innovation.

SKILLS

* Adobe Creative Cloud

*(Photoshop, Illustrator, etc.)*

* Web Design and Management
* Print Design
* User Centered Design (UCD)
* User Experience (UX)
* User Interface (UI)
* Google Analytics
* Google Tag Manager
* Brand Management
* HTML, CSS, Javascript
* CMS (Wordpress, custom)
* CRM (Salesforce, Hubspot)
* SEO, SEM
* Microsoft Office
* Google Suite
* PC and Mac
* Project Management
* Change Management
* Leadership

EXPERIENCE

# Director of Creative and Web MyComputerCareer | 2020

* Managed the Creative and Web departments, supervising teams in graphic design, video production, copywriting, and web design/development as well as vendor management.
* Developed and implemented strategic creative and web vision for multiple brands.
* Worked across diverse media channels, including print, digital, website, video, email, presentation, and creative writing.
* Collaborated with Senior Leadership, Department Heads, and other stakeholders to devise data-driven solutions to marketing, web, and communications challenges.
* Led the complete rebranding of the company, creating a consistent and unified brand through the development of a company-wide brand style guide, logos, fonts, and writing style.
* Implemented strategies that reduced web development costs by 60%, through hiring an internal web developer, backend redevelopment, and collaboration with external vendors.
* Achieved a 37% increase in website traffic, elevated SEO score from

mid-30’s to upper 80’s, improved website speed by 42%, and boosted lead generation by 24%.

# Manager Web Design Uline | 2018-2019

* Co-directed a web design team including Web Designers, UI/UX Designers, and Web Merchandising Specialists.
* Collaborated with the Web Director, VP of Creative, and owner to update visuals and front-end code for homepages, products, and mobile pages.
* Managed strategic planning and employee engagement for the web design team.
* Art directed and oversaw the process for all web design creation and approvals.
* Led the transfer of the mobile website from a third-party company to internal web servers and maintenance.
* Restructured web design workflows and processes, introducing timelines and due dates to reduce turnaround times by half.
* Oversaw the implementation of copy on product pages to highlight Uline benefits, resulting in a nearly 10% increase in conversion and a decrease in bounce rate.
* Created cross-training documentation and processes to enhance team collaboration efficiency.

# Manager Int. Media and Graphic Design Comcast Spotlight | 2012-2018

* Managed a digital advertising creative team consisting of Interactive Designers, Graphic Designers, and Interactive Coordinators in the Comcast advertising branch.
* Collaborated with the sales department to execute digital creative and print projects, including IBV (in banner videos), iTV, online banners, print materials, and web pages for a diverse range of clients.
* Reduced creative turnaround time from 5 days to 2 days by implementing new processes and request systems in collaboration with IT and Engineering departments.
* Increased monthly digital advertisement creation from 75 to over 1.3K ads, contributing to a substantial growth in digital revenue from $17MM in 2013 to over $40MM in 2017.
* Built the Interactive Media and Graphic Design team for the department from the ground up, successfully hiring qualified design candidates within 3 months.
* Received the 2015 GEM award for outstanding customer service.

# Director of Creative Services RealPrompt | 2008-2012 Web Design Information Architect GE | 2005-2008 Sr. Web Graphic Designer Zale Corporation | 1999-2005 Media/Graphic Designer HealthMates International | 2005-2008 Computer App/Design Contractor Kelly Services | 1999-2005

EDUCATION

2012

# Master of Business Administration (MBA)

Kaplan University - Ft. Lauderdale, FL

2008

**Bachelor of Science in Psychology** (User Interaction) Northwestern State University of Louisiana - Natchitoches, LA

2001

# Associate of Applied Science in Multimedia and Web Development

The Art Institute of Dallas - Dallas, TX