



MATTHEW GREEN

(267) 825-5448 • matthewgreenpaints@icloud.com • matthewgreenpaints.com

PROFESSIONAL OVERVIEW

Senior level creative/art director with experience in content and creative services management, graphic design, retouching/photo editing, pre-press, post-production management, and asset management. Supervisor, problem solver, and team leader of marketing production and content creation. Director of editing and asset quality control for lifestyle and product marketing images for print and digital.

EMPLOYMENT

DIGITAL POST PRODUCTION CONSULTANT

July 2022 – Present • Spencer Gifts LLC • Egg Harbor, NJ

- Lead the processing, post-production, and DAM ingestion of images from shoot to publication for Spencer's and Spirit Halloween
- Lead weekly image reviews with leadership and product designers
- Act as Creative Project Manager to Packaging Design team to ensure art release dates are met
- Direct in-house retouchers/photo editors and retouching vendors
- Partner with product development team to ensure products are accurately represented; inspect product construction and color to ensure color accuracy
- Effectively reduced post production editing costs by approximately 50%
- Streamlined workflow from photography through production; a previous two week process now can be handled in one week

MANAGER OF POST PRODUCTION, ENTERPRISE MARKETING

2020 - 2022 • Marquee Brands, Inc. • New York, NY

- Managed flow of creative content, assets and post production photography for 6 major ecommerce brands: BCBG, Motherhood, A Pea in the Pod, Ben Sherman, Bruno Magli, and Martha Stewart
- Reviewed raw images, art directed revisions and managed creative team in retouching and editing
- Managed workflow of retouchers, freelancers, and agencies - interviewed and coordinated hiring
- Analyzed retouching costs to align with studio budget - reconciled and provided direction on timelines and outsourcing budgets
- Created and maintained Digital Asset Management system and archives to more efficiently manage image requests and access
- Provided digital assets for third party retailers such as Amazon, Macys, Zulily, NEXCOM, Walmart
- Partnered with photo studio to align on merchandising timelines - project managed shoot timelines, post production editing and filing, and directed tasks/staff and schedule via Asana
- Collaborated and implemented brand strategy for all marketing and graphic design initiatives including email marketing, web, social media and print campaigns

PRODUCTION SUPERVISOR

2010 - 2020 • Destination Maternity Corporation • Moorestown, NJ

- Directed graphic design for web, social media, direct marketing and presentations to align with brand strategy, merchant and divisional brand subsidiaries
- Drove creative department's work flow and collaborated with traffic/merchant teams
- Lead internal staff and external retouchers in designing content and assets for print and web
- Approved all content and production plans for advertising, collateral, direct mail, catalog and ecommerce campaigns
- Supervised project managers in execution and production of store marketing for 1000 brand locations in accordance with corporate identity standards
- Supervised research and development of company-wide Digital Asset Management system



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EMPLOYMENT

SENIOR ART DIRECTOR

2006 - 2009 • Barolin & Spencer • Voorhees, NJ

- Developed creative strategy for award-winning branding and acquisition campaigns for the automotive aftermarket industry
- Art directed, photographed and edited product images for advertising and B2B campaigns
- Managed and expanded vendor relationships and managed print production for over 40 active clients

PARTNER/SENIOR ART DIRECTOR

2004 -2005 • Spark Creative Group • Collingswood, NJ

- Established creative and branding strategy and collaborated with regional clients on print media, collateral, advertising, editorial, landing pages, web sites and email campaigns
- Designed and maintained web sites for local municipalities and community organizations using HTML, CSS, Dreamweaver, etc.

ASSOCIATE CREATIVE DIRECTOR

1999 - 2003 • M&M Associates • Yardley, PA

- Lead creative team, directed production and traffic
- Developed consumer acquisition campaigns from concept, through testing, to final production
- Presented concepts to clients, and directed teams through campaign strategy and execution

FREELANCE ART DIRECTION & RETOUCHING

1999 - Present

- Develop and design brand identities for small businesses and entrepreneurs
- Design mail campaigns and brand identities for regional and international clients including Comcast Corporation, Adelphia Communications, Cingular Wireless, and entrepreneurs
- Retouch photography, including color correction and compositing, for pharma brands including Procter & Gamble, AstraZeneca, and Merck and editor of fashion photography for all Destination Maternity brands including Heidi Klum, Jessica Simpson, and Rachel Zoe

CLIENTS & BRANDS

A Pea in the Pod, AT&T, BCBG, Ben Sherman, Bosal, Bruno Magli, Burt's Bees, Citi, Comcast, Continental, Cosabella, ExxonMobil, Kholer-Freda, KYB America, Martha Stewart, Merck, Motherhood Maternity, Permatex, Philips, Procter & Gamble, Saks Incorporated, Siemens, South Jersey Magazine, South Jersey Tourism, The Home Depot, Volvo

SOFTWARE & APPS

Adobe Creative Cloud (Acrobat, After Effects, Bridge, Camera Raw, Illustrator, InDesign, Photoshop, Premiere), Apple (Keynote, Pages), Asana, Capture One, Cloudinary, CSS, Dropbox, Fetch, Gem, HTML, Microsoft Office (Word, Excel, PowerPoint, Teams), Salsify, Shopify, Suitcase, Wordpress

EDUCATION

BFA, FINE ART AND GRAPHIC DESIGN

Rowan University, Glassboro, NJ