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 the 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 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
Masters 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