

# MATTHEW JONES



📍 Los Angeles, CA

📧 **PORTFOLIO** [mboltjones.com](http://mboltjones.com)

✉ [mboltjones@gmail.com](mailto:mboltjones@gmail.com)

📞 (949) 633-1607

## ART DIRECTOR & CREATIVE LEAD

**CREATIVE LEADERSHIP • RESOURCEFUL DESIGN SOLUTIONS • CUSTOMER-FOCUSED APPROACH**

Dynamic Art Director with over 8 years experience building high-impact campaigns for top-tier brands (notably Fender and Samsung Mobile) on both agency and in-house teams in fast-paced, high-volume environments. Highly organized professional with proven reputation of managing complex initiatives, developing strong client & partner relationships, and ensuring customer satisfaction. Draws on Bachelor of Arts in Cinematic Arts to tell compelling brand stories that command attention and enhance awareness. Leads teams from within, accessing & developing the strengths of individuals to drive productivity and morale.

WILLING TO RELOCATE TO ORANGE COUNTY OR SAN DIEGO AND/OR TRAVEL UP TO 25%

## KEY COMPETENCIES & SKILLS

360° CAMPAIGNS CONTENT CREATION MOCKUPS & COMPING ADVERTISING CONTENT MARKETING INNOVATION ATTENTION TO DETAIL COLLABORATION ART DIRECTION VISUAL STORYTELLING MANAGEMENT UI & UX MUSIC PRODUCTION & COMPOSITION DIGITAL & INTERACTIVE DESIGN PARTNERSHIPS RELATIONSHIP BUILDING PROBLEM SOLVING CRITICAL THINKING COPYWRITING VENDOR MANAGEMENT BRAND AWARENESS QUALITY ASSURANCE PROJECT DELIVERY PRODUCT MARKETING BRAND STRATEGY GRAPHIC DESIGN PHOTOSHOP INDESIGN ILLUSTRATOR LOGIC PRO X KEYNOTE EXPERIENTIAL MARKETING CREATIVE PROCESS CONSUMER RELATIONSHIP MANAGEMENT (CRM) SOCIAL MEDIA PRODUCT MARKETING PHOTOGRAPHY FRONT-END WEB DEVELOPMENT & DESIGN CONTENT MANAGEMENT SYSTEMS (CMS) PROJECT MANAGEMENT

## PROFESSIONAL EXPERIENCE

### SELF-EMPLOYED

📍 Los Angeles, CA

📅 2012 – Present

**Art Director** Garnered a wide array of clientele ranging from the medical funding space to entertainment to boutique fashion. Variety of work allows for exploration and augmentation of new design languages as well as honing of communication, negotiation, and technical design skill. Executed against briefs on a wide range of content types, both print and digital.

**NOTABLE BRAND WORK** DIRECTV, Google, Farmers Insurance, KIND, PROVE Partners, Retrouvai, Float, PlayboyTV, Jacuzzi, Boys & Girls Club of America, City National Bank, TradeDesk, Wingman Media, CCG, City of Downey

### FENDER MUSIC INSTRUMENTS

📍 Hollywood, CA

📅 1.2018 – 5.2020 (2 yrs, 5 mo)

#### Art Director

LAIID-OFF AS RESULT COVID-19 REDUCTION IN FORCE

Developed creative strategy in cooperation with multiple departments, including integrated marketing, social media, and product teams to increase brand awareness and expand customer base of digital and physical product businesses. Oversaw day-to-day operations of external partners including multiple design studios, production outfits, freelancers, and vendors to deliver high-impact creative solutions.

**KEY COMPETENCIES** Cross-Functional Teams, Creative Leadership, Visual Storytelling, Creative Operations

#### Improved brand visibility by repositioning overall lifestyle photography approach for Fender Play.

- Conducted extensive market research and crafted executive-level proposal for new brand direction.
- Spearheaded all creative operations, including casting, shot-listing, production, and equipment preparation.
- Secured approval from executives & board of directors and successfully launched new multichannel material utilized by product, marketing, social, growth and PR teams alike.

**KEY COMPETENCIES** Stakeholder Management, Creative Problem Solving, Revenue Growth, Style & Brand Guides

#### Drove 220% YOY growth and streamlined outbound brand communication by overhauling CRM email design system.

- Analyzed previous email system and drafted plan for overhaul in concert with CRM team.
- Garnered stakeholder approval and constructed new system templates.
- Created vendor and partner-friendly style guide for use in conjunction with templates.

CONTINUED...

**KEY COMPETENCIES** Graphic Design, Copywriting, Art Direction, Campaign Strategy

**Garnered 1M+ redemptions (4000% over goal) for Fender Play "Play Through" campaign during onset of COVID-19 pandemic. Increased APUs by over 200%.**

- Produced messaging strategy and visual storytelling framework.
- Coordinated budget-friendly satellite lifestyle photoshoot and assembled promotional package.
- Launched campaign and broadened scope in response to exceedingly positive feedback.

## PMK•BNC

📍 Century City, CA

📅 9.2015 – 1.2018 (2 yrs, 3 mo)

**Senior Designer** Conceived and oversaw strategic marketing campaigns & projects for various brands including Samsung Mobile, Ketel One Vodka, T-Mobile, Diageo, Activision and more. Built and cultivated creative partnerships. Enhanced brand visibility and scale by crafting and managing product launches. Conducted market research, tracked consumer responses, and adjusted sales techniques to increase profitability. Reported directly to VP Channel Marketing.

**KEY COMPETENCIES** Cross-Functional Team Leadership, Creative Operations & Process, Client Relations

**Improved client satisfaction by assembling creative team to identify and solve for customer issues.**

- Established groundwork for new department by assembling necessary data and materials.
- Developed strong relationship by acting as singular point of contact for client's creative needs.
- Reinforced relationship and built trust through regular follow-ups.

**KEY COMPETENCIES** Client Relations, Creative Partner Relationship Development, Crisis Management

**Drove team, as principle creative touchpoint, on highly confidential flagship Samsung Galaxy 8 product launch event and supporting nationwide collateral.**

- Conducted in-person strategy meetings with Samsung executives and other ad agencies in NYC.
- Collaborated with cross-agency team to produce key art in multiple formats.
- Distributed large volume marketing packages to vendors and other critical personnel.

**KEY COMPETENCIES** Art Direction, Print Production, Revenue Generation, Client Relations

**Garnered new business by re-imagining Diageo Predictive Calendar into a new, visually arresting and interactive format.**

- Conducted exhaustive graphic and design research to unearth new ideas.
- Drafted and presented 3 design options for client review and approval.
- Collected, organized, and integrated massive amounts of data and imagery into improved calendar.

## MYRIAD TRAVEL MARKETING

📍 El Segundo, CA

📅 9.2015 – 1.2018 (2 yrs, 3 mo)

**Creative Services Manager & Designer** Designed and delivered marketing collateral to print publications and online properties. Oversaw day-to-day operations of creative team. Developed strong relationships with vendors and other support personnel. Ensured judicious and timely execution of artistic concepts.

**KEY COMPETENCIES** Problem Solving, Project Management & Delivery, Innovation, Cost/Benefit Analysis

**Drove 28% increase in department efficiency by researching, pitching and implementing new project management system.**

- Analyzed current management system, surveyed employees, and itemized feedback.
- Researched and proposed new system to leadership after compiling data on multiple options.
- Facilitated implementation of system software and conducted end-user training.

**KEY COMPETENCIES** Brand Awareness, Logo Design, Brand Strategy, Project Management

**Bolstered client brand and digital presence by overhauling Sceptre Travel website, logo design and messaging.**

- Examined website features and discerned several shortfalls.
- Constructed visually commanding mockup with updated logo, typeface, and graphics.
- Presented new model to client and garnered immediate approval.

**KEY COMPETENCIES** Art Direction, Print Production, Revenue Generation, Client Relations

**Increased Travel Costa Mesa brand visibility by refreshing directory publication design.**

- Scrutinized all visual and informational facets of current guide to implement changes.
- Formatted improved guide for translation to digital and online platforms.
- Maximized new design for use in large visual displays, including billboards and bus signs.

**OTHER RELEVANT EXPERIENCE**

<b>Significant Productions</b> (FOREST WHITAKER'S INDIE FILM STUDIO)	<b>Digital Producer</b>	📍 <b>Santa Monica, CA</b>	📅 <b>2011 – 2014</b>
<b>NBC/Mark Burnett Productions "The Voice" Seasons 1-3</b>	<b>Music Coordinator</b>	📍 <b>Burbank, CA</b>	📅 <b>2011 – 2012</b>
<b>Self-Employed</b>	<b>Music Producer</b>	📍 <b>Los Angeles, CA</b>	📅 <b>Since 2010</b>

**EDUCATION**

<b>UNIVERSITY OF SOUTHERN CALIFORNIA</b>	<b>Bachelor of Arts, Cinematic Arts</b>	📅 <b>2008 – 2010</b>
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