

MATTHEW STEINBERG

DESIGNER
ART DIRECTOR
CARTOGRAPHER

RURAL FREE DELIVERY ADDRESS
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ELECTRIC MAIL ADDRESS
MATT@QUACKENSTEIN.COM

ELECTRIC SITE ADDRESS
WWW.QUACKENSTEIN.COM

| CAREER GOAL | | PROFESSIONAL EXPERIENCE (CONT'D) | |
|--|---|--|---|
| <p><i>Creative services department director with increased staff supervisory responsibility on an upper management career track.</i></p> | | <p>MAR 1996 TO JULY 1999</p> | <p>LANDMARK DIRECT CORPORATION 500 Fillmore Avenue Tonawanda, New York 14203 GRAPHIC DESIGNER</p> |
| <p>TRAINING</p> | | <p>Design and produce direct marketing materials, including → Four full color; quarterly catalogs, 64 ~ 160 pages each → Direct mail and catalog advertisements and flyers Design and produce packaging and product art.</p> | |
| <p>DEC 1995</p> | <p>BUFFALO STATE COLLEGE 1300 Elmwood Avenue Buffalo, New York 14222 716 878 6032</p> | <p>FREELANCE CLIENTS (PARTIAL LIST)</p> | |
| <p>BACHELOR OF FINE ARTS IN GRAPHIC DESIGN, MAGNA CUM LAUDE</p> | | <p>Genesee County Chamber of Commerce Bagel Jay's Bakery & Cafe Greater Niagara vacation region Fisher Bus Service ESM Enterprises Orleans County Tourism Country Byways of Greater Niagara</p> | |
| PROFESSIONAL EXPERIENCE | | AWARDS | |
| <p>JULY 1999 TO NOW</p> | <p>VISIT BUFFALO NIAGARA 617 Main Street, Suite 200 Buffalo, New York 14203 716 852 0511</p> | <p>SEPT 1995 TO DEC 1995</p> | <p>Web Marketing Association <i>Best Regional Website, 2002</i></p> <p>Infotech Niagara <i>Best Online, 2003</i></p> <p>Advertising Club of Buffalo <i>ADDY silver award, 2006 & 2009</i></p> |
| <p>DIRECTOR OF CREATIVE SERVICES</p> <p>Design and produce all marketing materials, including: → Consumer and trade publication advertising → Tourism, convention sales and in-house publications (visitor guides, annual reports, newsletters, etc.) → Sales collateral materials (invitations, posters, maps, guides, etc.) → Online marketing (All VBN websites, microsites, video and e-mail campaigns) → Direct mail pieces → Retail Buffalo-themed merchandise → Convention and meeting signage → Tradeshow displays and graphics → Audio and video creation and editing Coordinate all creative services projects. Make all printing, signage, display and Macintosh software and hardware purchases. Collaborate with executive management on marketing strategies and schedules. Hire and manage freelance designers, photographers, illustrators, printers and web developers and maintain computer hardware. Supervise graphic designer</p> | | <p>ELECTRONIC SKILLS</p> <p>Adobe Creative Suite * Quark XPress HTML & CSS * Video & audio editing Macintosh OSX * Macromedia Freehand Microsoft Office * Keynote</p> | |
| | | PROFESSIONAL AFFILIATIONS | |
| | | <p>1994 TO NOW</p> | <p>ADVERTISING CLUB OF BUFFALO Board member, 1998 ~ 2000, 2003 ~ 2008 Executive secretary, 2004 ~ 2005 Vice-president, 2005 ~ 2006 President, 2006 ~ 2007</p> |