



The QUACKENSTEIN GRAPHIC DESIGN Co.

MATT STEINBERG

QUACKENSTEIN.COM

EDUCATION

DEC
1995

SUNY BUFFALO STATE

*Bachelor of Fine Arts in Graphic Design,
Magna Cum Laude*

1300 ELMWOOD AVENUE
BUFFALO, NEW YORK 14222
716-878-6032

PROFESSIONAL EXPERIENCE

JULY
1999
TO
APRIL
2020

VISIT BUFFALO NIAGARA

Director of Creative Services

403 MAIN STREET, SUITE 630
BUFFALO, NEW YORK 14203
716-852-0511

Spearheaded development and creative execution of overall marketing strategy: message, channels, media mix and tactics

Designed and produced all marketing materials:

- ▶ Consumer and trade publication advertising
- ▶ Online marketing and and e-mail campaigns
- ▶ Travel guides and brochures / logos / direct mail / retail merchandise / convention and meeting signage
- ▶ Tradeshow displays and large format graphics

Led video and audio production:

- ▶ On-set video direction, editing and motion graphics
- ▶ Podcast recording, editing and distribution

Developed and maintained all organization websites

Crafted social media messaging

Won awards for web development and graphic design

Managed all creative services projects

Made all printing, signage, display and Macintosh software and hardware purchase decisions

Hired and directed all freelance designers, photographers, illustrators, videographers, printers and web developers

Supervised staff graphic designer

MAR
1996
TO
JULY
1999

LANDMARK DIRECT CORP.

Graphic Designer

500 FILLMORE AVENUE
TONAWANDA, NEW YORK 14150
716-743-8400

Design and produce direct marketing materials, including

- ▶ Four quarterly catalogs
- ▶ Direct mail and catalog advertisements and flyers

Design and produce packaging and product art

FREELANCE CLIENTS (PARTIAL LIST)

19 Ideas

Bagel Jay's

Batavia Development Corporation

Buffalo Niagara Business Ethics Association

Explore & More-The Ralph C. Wilson Children's Museum

Finger Lakes Visitor Connection

Genesee County Chamber of Commerce

New York State Parks

Pembroke Central School district

Tom's Restaurant

WNY Southtowns Scenic Byway

AWARDS

AAF Buffalo

Web Marketing Association

Infotech Niagara

New York State Tourism Industry Association

DIGITAL TOOLKIT

Adobe Creative Suite ♦ HTML & CSS

Premiere ♦ Audition ♦ Dreamweaver

Microsoft Office ♦ Keynote

PROFESSIONAL AFFILIATIONS

SEPT
1998
TO
NOW

AAF BUFFALO

Leadership roles:

Board member (1998-2000, 2003-2008)

Executive secretary (2004-2005)

Vice-president (2005-2006)

President (2006-2007)