

Matt Mitchell

VISUAL DESIGNER AND PROBLEM SOLVER

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🕒 EXPERIENCE

RIGHTWAY NUTRITION

Mar 2011 to Mar 2013

Creative Director in Bluffdale, UT

Developed and executed marketing campaigns and projects including digital and print advertising, television commercials, email marketing, merchandising, and brand assets

Created and launched a new brand of premium sports nutrition products

Directed a creative team and worked closely with senior management to create new products

BUYSTREAM.TV

Jan 2009 to Feb 2011

Partner & Creative Director in Draper, UT

Designed and programmed an interactive shopping cart to boost user engagement and conversion

Designed and programmed multiple iterations of the company's website to demonstrate the company's unique video technology and capture interested leads

Designed websites and produced video for a wide range of clients

CHERRYPAL, INC.

Jun 2008 to Aug 2008

Marketing Intern in Mountain View, CA

Generated widespread product interest through social media and tech blogs

Established a national product advocate network to attract new customers

IMPACT HEALTH, INC.

Jun 2006 to Oct 2007

Marketing Intern in King of Prussia, PA

Sketched, designed and coded a website in XHTML/CSS to attract new customers

Designed and implemented a central database and website allowing customers to view and administer requested services

UPPERCASE LIVING

Jul 2005 to Aug 2007

Graphic Designer in Mapleton, UT

Designed vector graphics and typefaces sold through the company's catalog and website

Reduced production costs by programming an automated toolkit used to prepare vector artwork for final production

MISSIONVIÑA

Oct 2002 to Oct 2004

Web Developer in Viña del Mar, Chile

Significantly increased the speed and accuracy of weekly statistical collection by developing an easy-to-use, database-driven website

Developed custom reporting software that improved manager's day-to-day decision making

🎓 EDUCATION

Jan 2005 to Dec 2008

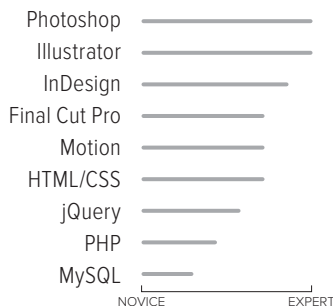
Brigham Young University in Provo, UT

BA, Communications — Advertising Emphasis, Minor in Business Management, GPA 3.8

Relevant Coursework: Strategic Ad Campaigns, Quantitative and Qualitative Advertising Research, Media Strategy, Account Planning, Marketing Management, Media Law

⚙️ EXPERTISE

Tools



Skills

