

# MATTHEW SEWICK

CREATIVE PROJECT MANAGER + CONTENT CREATOR

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Denver CO 80246

## + EXPERIENCE

### Content Specialist

Tuff Shed Inc.

Apr 2016 – Present

- ◆ Lead project teams on planning and executing national marketing campaigns with increased monthly sales by 20%
- ◆ Create and manage design elements for internal & external use such as billboards, brochures, advertisements, social & HR assets
- ◆ Serve as a one-man in-house video production delivering TV & social ads, website content, & testimonials for the first time in company
- ◆ Work independently and autonomously from concept through delivery working with cross-functional C-suite leadership

### Digital Marketing Specialist

Pivothead Wearable Imaging

Sept 2015 – Apr 2016

- ◆ Produced & maintained brand assets primarily in copywriting, social and web with consistent tone & voice for QA
- ◆ Designed new product packaging and user guides that aided in 45% increased annual revenue for wearable tech eyewear
- ◆ Generated & executed strategy plan for customer touchpoints including social, copywriting, trade show & online targeted ads
- ◆ Managed e-commerce merchandise site with photo assets, sales discounts, and all website copy to educate the consumer

### Creative Director

Clarkson Creative

Jan 2014 – May 2015

- ◆ Managed 3 direct reports for a department serving all design, web & video projects for the firm
- ◆ Served as the company leader to deliver content roadmap for the internal marketing assets
- ◆ Led new business development in multimedia campaigns that resulted in 12 new clients + 30% increased revenue
- ◆ Oversaw agile product management & creation for website launch projects as well as large-scale multimedia campaigns
- ◆ Led a full-scale modern rebrand of the company including photo shoot, website, and print materials

### Multimedia Producer

Clarkson Creative

Dec 2010 – Jan 2014

- ◆ Built video production & web design as a new market in the company for clients such as National Geographic, NCAA, and non-profits
- ◆ Managed the marketing & asset creation for educational workshops through print materials, UX web design and social media
- ◆ Created over 150 multimedia campaigns for B2B & B2C clients all with a strong focus on ROI for the client's needs

## + EDUCATION

### Masters, Business Administration

2014-2017

University of Colorado Denver

*Summa Cum Laude, Marketing specialization*

### Bachelors, Broadcast Journalism & Math

2007-2010

University of Colorado at Boulder

*College Valedictorian, Summa Cum Laude, Leadership roles in clubs*

## + SKILLS + SOFTWARES

Project Management

Pardot

InDesign

Constant Contact

Illustrator

Google AdWords

Premiere Pro

Google Analytics

Asset

Wordpress

Creativity

After Effects

Salesforce

Tableau