

# MATT STEWART

mattstewartcreative.com

901-603-9182

mstew022@hotmail.com

## Skills and Abilities

- Creative Direction
- Creative Team Management
- Digital Strategy
- Art Direction
- Brand Development
- Concept Development
- Creative Execution
- Adobe Creative Suite

## Education

Bachelor of Fine Arts  
Graphic Design | 2000 |  
Arkansas State University  
Jonesboro, AR

I have worked in advertising and creative for the last 18 years. I've learned it doesn't matter if it's professional sports, Darth Vader, or toothpaste you have to tell stories, because people want to listen and engage if you give them a reason. The pursuit of this has taken me across the globe for a broad array of businesses from Arkansas Tourism to global Disney travel. Doesn't really sound like work does it?

## Experience

### CREATIVE DIRECTOR - CONTENT ENGAGEMENT

UNIVERSAL ORLANDO RESORT | 1/2019 - 7/2019

Content Engagement is digital marketing and branding. As CD my role includes:

- Manage a dedicated digital creative team
- Creative oversight of digital platforms including, FB, twitter, Insta, UO Parks Blog and the Universal partner community
- Directing digital efforts for the opening of Hagrid's Magical Creature Coaster: Directed global live-stream broadcast on UO, Pottermore, Harry Potter Film US and UK channels, and film capture for all grand opening events.

### ASSOCIATE CREATIVE DIRECTOR

&BARR | 1/2018 - 1/2019

&BARR is a full service advertising agency in Orlando, FL. As ACD my role includes:

- Creative lead across the agency roster of clients, including Madame Tussauds, Ruth's Chris Hospitality Group, and Bealls Stores
- Manage creative staff
- Direct all external resources; designers, photographers, production crews

### DIRECTOR OF MARKETING AND CREATIVE

TAILGATE GUYS, INC. | 9/2017 - 1/2018

Tailgate Guys is a full service event management company specializing in athletics hospitality. As director of marketing and creative my role includes:

- Overall marketing/creative strategy for 17 locations across the country
- Ideate, develop and execution of all branding elements
- Social media strategy
- Manage internal marketing team
- Direct all external resources; designers, photographers, production crews
- Coordinate strategies with D1 university athletic depts. across the country
- Create agenda for weekly meetings with CEO

### SENIOR ART DIRECTOR

DISNEY'S YELLOW SHOES CREATIVE GROUP | 6/2009 – 9/2017

Yellow Shoes is the internal creative team for all Disney Destinations globally.

- Marketing creative on Star Wars initiatives Disney parks globally.
- Marketing creative for Pandora at Walt Disney World
- Manage a production crew for the opening of Shanghai Disneyland
- Concept and execute campaigns for Annual Pass Holders
- Helped create and launch the runDisney brand for Disney sports

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- Large scale productions from national TV spots to social content
- Manage every aspect of photography and film productions
- Present creative concepts to senior and c-suite level executives

### SENIOR ART DIRECTOR

DEEP / MARLIN NETWORK | 3/2007 – 4/2009

Deep is a national advertising specializing in food manufacturers, restaurants and hospitality.

- Concept and execute national campaigns for Nestle, ConAgra, Everpure
- Art direction for Nestle Brands: Nestle Foods: Hot Pockets, Coffee-Mate, Nesquik, Lean Cuisine
- Present creative concepts to Creative Director and clients

### SENIOR ART DIRECTOR

SAATCHI & SAATCHI X | 2/2006 – 3/2007

Saatchi & Saatchi is a global communications and advertising agency network with 140 offices in 76 countries and over 6,500 staff. It was founded in 1970 and is headquartered in London.

- Concept and execute national campaigns for P&G Brands: Crest, Iams, Prilosec OTC, Bounty, Charmin, PUR, Old Spice, P&G NASCAR
- Concept and execute national campaigns for Walmart and SAM's Club
- Manage every aspect of photography and film productions
- Present creative concepts to Creative Director and clients

### ART DIRECTOR

CHANDLER EHRLICH | 2003 – 2006

Chandler Ehrlich was a regional advertising agency based in Memphis, TN

- Concept and execute campaigns for Phillips Electronics, Memphis Grizzlies, Lane Furniture, AutoZone, Surpa Boats, Tennessee Tourism, Memphis Tourism
- Managed my first national TV spot for Tennessee Tourism
- Present creative concepts to Creative Director and clients

### ART DIRECTOR

CJRW | 2002 – 2003

CJRW is a regional advertising agency in Little Rock, Arkansas

- Art direction for Arkansas Travel and Tourism, Hot Springs, Oaklawn Jockey Club, Arkansas Sports HOF

### ART DIRECTOR

FELLERS | 2000 – 2002

Fellers was a regional advertising agency in Austin, Texas

- Art direction for 3M, Dell Learning, Dynegy, Texas Economic Development, Texas State History Museum, Ryland Homes

### Honors+Awards

- |   |   |
|---|---|
| 2018 Best of Integrated Campaign - District AAF | 2011 HOW - InHouse Design Annual                        |
| 2015 Best of Digital Campaign - Orlando AAF     | 2010 AAF National Addy                                  |
| 2014 Best of Show - Orlando AAF                 | 2011 AAF District Art Director of the Year              |
| 2013 Best of Out of Home - District AAF         | 2010 AAF District Best of Show                          |
| 2013 Best of Outdoor - Orlando AAF              | 2008 HOW International Design Annual, PUR Water Filters |
| 2012 Graphis Top 100 Advertising Annual         | Creativity 33 & 34 Design Annual, Gold                  |
| 2012 Graphis Design Annual                      | 2003 AAF ADDY Awards, Special Judges Award              |
| 2011 AAF National Addy                          | 2002 AAF National ADDY Award                            |