

# Matthew Blake Young

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## Professional Summary

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### **Skill Summary**

A multi-tasking self-starter capable of producing print projects from rough layout to printed piece, quality and speed are among the strengths in my skill set. I'm a creative professional with extensive experience ranging from concept to development, and work on PC and MAC platforms. My talents include program knowledge of Adobe CS5 as well as other desktop publishing and office software programs, plus hand illustration and painting skills.

### **Core Qualifications**

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#### **Proficient in:**

Adobe Indesign CS5 | Adobe Illustrator CS5 | Adobe Photoshop CS5 | Adobe Acrobat CS5 | Adobe PageMaker | Streamline | QuarkXpress | Corel Draw | Microsoft Powerpoint | Microsoft Word | Microsoft Excel

#### **Additional knowledge in:**

Adobe Flash | Freehand | Adobe Dreamweaver | Cute FTP

## Experience

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### **Manager, Creative Services**

November 2006 - July, 2011

**Tempus Resorts, International, Orlando, FL**

Responsible for creative project management for the company including coordination with internal department heads and outside print and service vendors. Aided with new corporate brand transitions and look. Develop projects from rough layout through design phase into final camera-ready art. Well versed in Adobe Creative Suite, Quark Xpress and MS Office software. Have limited experience in Dreamweaver - primarily to build html emails for corporate communications. Work in MAC but well versed on a PC platform also. Created support graphics to aiding Sr Web Designer with company websites and out-bound email campaigns.

- Directed all phases of creative work for marketing projects from concept development through production
- Management of creative staff department which included supervision of daily activities and employee hours
- Maintained working relationships with external vendors working on Mystic Dunes projects
- Established relationships with outside vendors, obtained project quotes, negotiated for best rates and managed the order process while maintaining a balance of high quality and low cost.
- Supported internal marketing and sales teams with concept development, design and execution of marketing collateral and materials
- Communicated with department heads to ensure deadlines, production schedules, budgets and brand standards were met
- Worked with cross-functional teams to ensure timelines and quality standards were met
- Researched and identified cost-saving opportunities and reviewed with department heads
- Represented creative department at meetings and on committees when appropriate
- Ensured Mystic Dunes creative was consistent with the company brand standards
- Maintained project schedules to keep projects on time and while maintaining brand standards
- Provided hands-on conceptual design, production and execution for a variety of projects
- Managed day-to-day workflow of creative services projects from initial brief to completion
- Managed execution of electronic outreach efforts for internal and third-party projects, including website graphics, consumer outreach and social media
- Reviewed all facets of concept, layout and proofs for accuracy
- Ensured technical capabilities, including creative software and hardware, are up to current day standards

### **Marketing Coordinator**

November 2004 - November, 2006

**FIS, Inc., Sanford, FL**

Responsible for both marketing and graphic design at the corporate office. Implemented new corporate brand transitions and look. Develop projects from rough layout and copy writing through layout design and final art. Project management including coordination with sales staff, branch managers and outside vendors. Other tasks include event planning, travel coordination, reporting and task management.

- Co-coordinated annual sales meetings for 50 employees, including i.e. travel arrangements, hotel selection, negotiating food and beverage contracts, etc.
- Coordinated bi-annual contractor trips for between 25-30 customers including i.e. travel arrangements, hotel selection, itinerary and excursion planning
- Re-designed entire corporate brand including a new company logo, sales collateral and advertising
- Coordinated vendor co-op promotional campaigns to provide sales incentives for customers and vendors.

### **Manager, Traffic Safety Programs**

August 2001 - November, 2004

**AAA National Office, Heathrow, FL**

Responsible for creative design for prominent traffic safety initiatives. Handled various aspects of project management dealing with programs, event planning, creative direction, print production development, and targeted communications to both public and private audiences. Successfully led key projects which resulted in cutting outsource budget expenses by \$250,000 in two years by internally maintaining the creative service production.

- Co-ordinated the AAA Traffic Safety National Poster Judging Contest in Chicago, IL, including venue selection, participant entry review and judging.
- Co-ordinated the AAA Traffic Safety National Poster Judging Contest in San Francisco, CA including venue selection, participant entry review and judging.
- Co-ordinated National School Safety Patroller of the year Awards 2003 in Washington, D.C. including hotel arrangements, entertainment and tour planning as well as Emcee of Award ceremony.
- Co-ordinated National School Safety Patroller of the year Awards 2004 at Universal Studios in Orlando, FL including hotel arrangements, entertainment and tour planning as well as Emcee of Award ceremony.
- Completed Successful year-long transition of the National Child Passenger Safety Technician Certification process to the National SafeKids Coalition which included confidential data merge of certification database and documents.
- Involved in the successful closure of a Child Passenger Safety grant program from Florida Dept. of Transportation.
- Served as AAA representative on the National Child Passenger Safety Board for 2 years.
- In 2004, I was elected Vice-Chair of the board attending meetings in Denver, Washington, D.C., San Antonio and Deerfield Beach.

### **Creative Director/Shift Supervisor**

May 1999 - August, 2001

**Progressive Communications, International, Lake Mary, FL**

Creative Direction of art staff in concept, design and final production of various projects for commercial clientele as well as in-house. Worked closely with the sales department, customer service and individual clients on marketing strategies, promotional planning and print solutions. As an artist, the workload involved a large degree of hand illustrated art, cartooning and caricature. Spent nine months prior to the role of creative director as the second shift supervisor overseeing the art production scheduling and quality control.

- Developed a \$20,000 marketing/promotional campaign for a large local Credit Union that won the company back the account after the client had expressed an interest in seeking creative services from other agencies.

### **Education**

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Sinclair Community College, 1988

Dayton, OH

Major: Graphic Design

University of Florida, 1987

Gainesville, FL

Major: Graphic Design

University of Cincinnati, 1986-1987

Cincinnati, OH

Major: Pre-architecture

East Clinton HS, graduated 1986\*

Major: Pre-architecture

\*Salutatorian