

# Matt Silver



**Portfolio & Client List:** [www.MattSilver.com](http://www.MattSilver.com)

## Experience

### **VP, ASSOCIATE CREATIVE DIRECTOR**

DRAFT FCB // New York, NY // 2011 – Present

- Lead digital creative projects over a broad scope of products and services
- Pitch agency work and strategy to clients
- *Clients: Nestle, BMS, Auxilium*

### **CREATIVE DIRECTOR**

BBDO WORLDWIDE // New York, NY // 2010 – 2011

- Led creative projects from concept through development
- Hired and managed digital creative teams on all agency business
- *Clients: AT&T, FedEx, HBO, Lowe's, Mars, Time Warner, United Nations, Johnson & Johnson*

### **ASSOCIATE CREATIVE DIRECTOR, DIGITAL OPERATIONS & STRATEGY**

GSW WORLDWIDE // New York, NY // 2009 – 2010

- Led all digital creative initiatives and presented tactics and strategies to clients
- Hired and managed digital creative team and internal operations
- *Clients: Bayer, Merck, Novartis, Astellas, Amgen, Shire, Covidien*

### **ART SUPERVISOR**

SAATCHI & SAATCHI // New York, NY // 2008 – 2009

- Managed design and development teams on existing and new business
- Created concepts and designs for digital and print ad campaigns
- *Clients: Bayer, Pfizer, Sanofi-Aventis, Forest*

### **SENIOR ART DIRECTOR**

MRM WORLDWIDE // New York, NY // 2007 – 2008

- Created concepts and designs for integrated viral and social campaigns
- Managed development of interactive tactics
- *Clients: Exxon Mobil, Sepracor*

### **ART DIRECTOR, DIGITAL**

GREY (G2 Direct & Digital) // New York, NY // 2006 – 2007

- Created concepts and designs for consumer campaigns
- Led agency training on interactive development and the modern digital industry
- *Clients: AT&T, Aetna, Adobe, Dairy Queen, GSK, Pfizer, BMS, Crown Royal*

## Education

**MASTER OF ARTS** in Visual & Media Arts

EMERSON COLLEGE // Boston, MA

**BACHELOR OF ARTS** in Philosophy, Minor in Computer Science

BRANDEIS UNIVERSITY // Waltham, MA

## Skills & Training

### **SOFTWARE**

- Photoshop • Illustrator • Fireworks • InDesign • Flash (AS 2 & 3) • HTML 5 & CSS
- Dreamweaver • Wordpress • Final Cut Pro • After Effects • Microsoft Office

### **DIGITAL APPLICATION & STRATEGY**

- Online Advertising • Mobile Advertising • Social Media • SEO • Analytics • Infographics
- IA • UX Design • E-Detailing • Digital Brand Engagement • Relationship Marketing

### **LANGUAGE SKILLS**

- Bi-lingual fluency in English (native tongue) & Spanish

### **PERSONAL INTEREST**

- Improvisational Theater • Piano & Vocal Performance • Photography & Videography