

Matthew Clark

813 362 5538 | mclark@adgumbo.com | adgumbo.com

MULTI-TALENTED CREATIVE PROFESSIONAL WITH SOLID BIG-BRAND EXPERIENCE

Demonstrated success providing leadership and expertise in graphic design and photography.

AdGumbo | 2006-Present | Art Director, Graphic Designer, Photographer

- Independent, organized designer with a talent for developing clear, effective on-brand creative.
- Graphic design and photography for advertising agencies, major corporations, global non-profits.
- Brand management, project management, stakeholder meetings and customer service.
- Product, lifestyle, event, entertainment and head shot photography.
- Stock photo acquisition, image retouch and manipulation.
- Video and editing for testimonials, training, multimedia experiences and broadcast.
- Experience directing talent on photo, video and audio productions.

&Barr | Client – 2008-2010 | Art Director

Accounts: Bright House Networks, Moffitt Cancer Center

Schifino Lee | Client – 2006-2008 | Art Director, Graphic Designer, Photographer

Accounts: AT&T, Bay Pointe Preserve, DeBartolo Development

Ad Partners | Employer – 2004-2006 | Client – 2006-2009 | Art Director, Graphic Designer, Photographer

Accounts: Harley Davidson, Subaru, AMSCOT, Ferman Automotive Group, Sonny's Bar-B-Q

22Squared | Employer – 2002-2004 | Graphic Artist

Accounts: Publix Supermarkets, Marriott International, Kforce, Pollo Tropical, Visit Orlando

Toolbox

Macintosh Computers, InDesign, Photoshop, Illustrator, Acrobat and Premiere Pro.

Canon 5D SLR systems, Canon video and Alien Bee studio lighting.

CLIENT HIGHLIGHTS

- **AURITAS** | Collaborated with national marketing director to re-brand the company and develop a full suite of marketing collateral. Including company logo and messaging, product logos and messaging, company identity package, staffing division identity package, 32 pages of marketing collateral and brand guidelines. The target market for Auritas is global corporations using SAP software. *Client for one year.*
- **CIRCLE K FLORIDA** | Partnered with the regional marketing director to design and produce magazine ads, point of purchase, outdoor boards, photography (product and lifestyle) and training videos for a region of over 400 stores. *Client for five years.*
- **THE SEMBLER COMPANY** | Created trade show graphics and collateral for five ICSC (International Council of Shopping Centers) annual conventions. Developed and produced quarterly newsletters, booklets, magazine ads, web graphics, email graphics and commercial photography. *Client for seven years.*
- **RÉMY COINTREAU** | Successfully translated subject matter into concrete designs for magazine ads, outdoor boards, packaging, point of purchase and event collateral for 18 brands of cognacs, liqueurs, wines and spirits in three sales markets across SE, SW and NW United States. *Client for five years.*
- **HILLSBOROUGH COMMUNITY COLLEGE** | Worked closely with the board of directors and various committees on re-branding academic programs; emphasized brand continuity across various media such as cutting-edge graphics, informational literature and web content. Created two annual 64-page magazines outlining each career field. Photography assignments included live sports action, campus lifestyle. Developed event collateral, outdoor boards and ad campaigns. *Client for six years.*

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BRAND EXPERIENCE

ACUHO-I	Florida Aquarium	Publix Supermarkets
American Red Cross	Great American RV	Rinaldi Printing
Amscot Financial	Habitat for Humanity	Roger West Creative & Code
AT&T Telecommunications	Harley Davidson	Rémy Cointreau
Auritas Technology	Highland Park Scotch	Rémy Martin
Bankers Financial Corporation	Hillsborough Community College	Rémy Martin V
Bausch + Lomb	Hillsborough County School Board	Social Security Administration
Bearboat Wines	Home Shopping Network	Sonny's Bar-B-Q
Beef 'O' Brady's	Lazydays	St-Rémy Brandy
Brigantine Ventures	Louis XIII Cognac	Stantec Engineering
Bright House Networks	Marriott International	Subaru
Brugal Rum	Mastec	SunTrust Banks
Cabo Wabo Tequila	MBA CSEA	Tampa Bay Technology Forum
Ceridian	Metaxa	Tampa City Center
Charles Heidsieck	Moffitt Cancer Center	Tampa T-Shirts
Cherry Bekaert	Morgan & Morgan Law Firm	The Famous Grouse
Circle K Convenience Stores	Mount Gay Rum	The Macallan
Cobham	Outback Steakhouse	The Sembler Company
Cointreau Liqueur	Paul Mitchell	Tribridge
Dairy Queen	PPG Industries	USAmeriBank
DeBartolo Development	Pasco-Hernando State College	VHB Environmental
Drug-Free America Foundation	Passoã Liqueur	Village Wine & Spirits
Ed Taylor Construction	Piper Sonoma	Visit Orlando
Feeding America	Piper-Heidsieck	World of Beer
Ferman Automotive Group	Pollo Tropical	ZU Vodka