



MATTHEW HIRSCH

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A tenacious leader with the talent to create fresh and innovative concepts. With over ten years' experience, has the proven ability to create and inspire teams to deliver dynamic showcases focusing on powerful storytelling and data-driven experiences.

Experience

Creative Marketing Consultant Freelance

2015 - Present

Leads creative teams from conceptualization to delivery, with precise attention to detail. Projects feature video, branding, social, marketing, interactive, and e-commerce web campaigns.

- Orchestrates strategy, creative, and development teams to deliver intuitive user experience centered solutions, with the ability to manage collaborators both off or on site.
- Facilitates growth and increases brand awareness by working with business development teams to create, build, and maintain several key relationships.
- Analyzes user behavior data and marketing campaign metrics to achieve the client's marketing objectives.

Art Director Invodo – Austin, TX

2013 - 2016

Achieved success by innovating e-commerce experiences for top global brands across an array of verticals, such as: Verizon, AT&T, T-Mobile, Dell, BestBuy, AutoZone and L'Oréal.

- Created successful interactive kiosk experiences, implemented in destination stores nationwide.
- Directed product video showcases, exceeding average view and conversion rates.
- Lead design and production teams to from project concept to end-product delivery.

Founder / Creative Lead QROWN | interactive, LLC – Philadelphia, PA

2009 - 2013

Principal digital marketing consultant, who influenced strategic activations to build a web presence through captivating web experiences and social media campaigns.

- Launched unique and successful websites by developing dynamic user-interface designs, built on SEO friendly back-end content management systems.
- Coordinated marketing communications to drive traffic, and influence overall sales.
- Designed and strengthened style guides to establish high-impact brand identities across leading companies.

Skills

An Organized and motivated lead collaborator, focused on creating experiences through intelligent concepts and imaginative visual designs, across video, digital and interactive media.

Illustrator
Photoshop
InDesign
After Effects

Adobe XD / Sketch
PHP / MySQL
JavaScript
HTML / CSS

Education

Hofstra University Hempstead, NY

B.B.A., Marketing, 2005
B.F.A. Design, coursework
Tau Kappa Epsilon (Treasurer, Historian)

Art Institute of Philadelphia Philadelphia, PA

B.S., Web Design & Interactive Media, 2009
Dean's List;
Recipient of multiple "Best of Quarter" awards
Function{} - Web Design Club (Inaugural member)