

# Matthew Gore

matt@matthewgore.com

## AT-A-GLANCE

- 11 years of experience
- Creative instinct and ideation crossed with a tech-minded curiosity
- Client-facing experience in technology, home cleaning, healthcare, beauty, financial, insurance sectors

## EXPERIENCE

### Creative Director

*Bytemark, Inc - New York, NY - June 2013 to Present*

**Clients:** NY Waterway, CapMetro, NICTD South Shore Line, MovieTickets.com, MassDOT, UP Express, TTC, York Region Transit

**Creative:** Mobile, UI/UX, branding, product, design & dev team management, new business, web/front end

### Art Director

*Ogilvy & Mather - Chicago, IL - June 2008 to June 2013*

**Clients:** Glade, Pledge, Scrubbing Bubbles, Windex, Ziploc, Raid, OFF!, BP, CDW, Sharpie, PrismaColor, Kraft, Oscar Mayer, Cardinal Health, Huggies, Pull-Ups, GoodNites, Cottonelle, Kleenex

**Creative:** Print, video/broadcast, digital, creative strategies, social, mobile, web, retail, direct, digital activation, outdoor, graphic design, new business, digital shopper marketing advocate

### Junior Art Director

*Iris Worldwide - Chicago, IL - June 2005 to June 2008*

**Clients:** Hewlett-Packard, Symantec, March of Dimes

**Creative:** Print, direct, digital, web, new business

## EDUCATION

### Art Direction Program

*Chicago Portfolio School in Chicago, IL*

### B.A. in Communication

*Wheaton College in Wheaton, IL*

## AWARDS

- 2012 Silver Effie — Electronics: CDW: "People Who Get IT"
- 2010 MediaPost Digital Out-of-Home Award — Best Campaign: National or Local for BP Invigorate campaign