

Matthew A. Coleman

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EMPLOYMENT HISTORY

HALEY MARKETING

(MARCH 2020 – PRESENT)

Senior Designer

Work includes design of monthly branded Insights magazines, print collateral, web development, video editing, custom logo animations and podcast production.

ZENGER GROUP / BONCRAFT

(AUGUST 2005 – MARCH 2020)

Lead Graphic Designer

Work included design of all in-house & client-based design along with creation of marketing campaigns & materials. Strong experience with packaging design, direct mail & variable data. Worked extensively with the Pre-Press department. Built company website and involved in all social media & digital marketing.

COLEMANWORKS

(JUNE 2001 – PRESENT)

Freelance Graphic Design

Work includes Print & Web Design, Social Media campaign management, Search Engine Optimization (SEO) and some Illustration.

WORLD WEBDEX

(JANUARY 2005 – AUGUST 2005)

Lead Graphic Designer

Work included production & formatting of business directories, advertising layout, and back-end web site maintenance.

ONE STOP PRINTING & SIGNS

(MAY 2003 – AUGUST 2004)

Lead Graphic Designer

Work included identity branding, web design, large format vinyl signage, creation of vehicle graphics, layout & design for the Explore Elmwood & Allentown Magazine (now Buffalo Rising), creation & production of point of purchase (POP) displays, & vector illustration.

ROSWELL PARK CANCER INSTITUTE

(NOVEMBER 2001 – JUNE 2002; AUGUST 2004 – OCTOBER 2004)

Creative Services Intern & Temp

EDUCATION

BFA, UNIVERSITY OF BUFFALO SUNY, BUFFALO, NY

(1997 – 2001)

Communication Design Major

ST. JOSEPH'S COLLEGIATE INSTITUTE, BUFFALO, NY

(1993 – 1997)

BOARDS

CRADLE BEACH MARKETING BOARD

(2018 – PRESENT)

Assisted in marketing planning & promotion for Cradle Beach Camp

SKILLS

Graphic Design

Packaging Design

Prepress

Web Design (CSS, HTML)

Mobile Web Design

Search Engine Optimization

Illustration (Traditional & Digital)

Social Media Marketing (Facebook, Instagram, Twitter)

Variable Data Printing

Fluent with both PC & MAC platforms

PROGRAMS

Adobe Creative Suite

Acrobat

After Effects

Dreamweaver

Flash

Illustrator

InDesign

Photoshop

Premiere

Audacity

Microsoft Office

Google Documents

Fusion Pro

Hootsuite

Open Office

Prinergy Workshop

Procreate

Pro Workflow

Quark Express

Visual Studio Code

Wordpress

References available upon request.

