

# Matthew Fackert

Greater Boston | 978.289.2737 | mfackert@hotmail.com | fackert.design

Building, strengthening, and communicating organizational value through thoughtful brand identity.

Vision-Driven Marketing Leader | Experienced Creative Designer | Collaborative Team Player | Creative Presenter & Visual Storyteller

## **Suffolk Construction** | Boston, MA

2006 - present

Creative Director, Marketing and Branding

Lead a creative team, including both internal and external team members, to create concepts and designs for all marketing initiatives. Oversee the production and execution of creative ideas, including budgeting, conceptualizing, and designing. Foster an environment of innovation, creativity, and collaboration.

- Rebrand the company twice including, logo, collateral, positioning statement (mission, vision), Interiors, and apparel in partnership with the Executive team.
- Created and designed print and interactive marketing and presentation materials in collaboration with sales and business development for national and regional brand cohesiveness
- Increased workflow-productivity by developing a professional network, including writers, photographers, designers, programmers, and videographers.
- Introduced a company-wide social media strategy and workflow in partnership with the social media and account teams.
- Established a brand and communication awareness strategy for the Boston Scholar-Athlete program, Suffolk's philanthropy program dedicated to helping inner-city children succeed through education and sports.
- Introduced and built the groundwork and visual identity for national Innovation centers in response to internal needs for technology testing/implementing areas.
- Directed and produced corporate videos and short films.
- Developed and designed creative for corporate interiors
- Designed data visualization and infographics for complex construction processes.
- Create and maintain campaign strategies based on market research and insights.

## **ID Initiative Design + Brand** | Remote

2004 -2006

Brand Strategy & Design, Marketing and Branding

Established and launched an independent design firm.

- Develop creative print and interactive strategies for Shawmut Construction, Fidelity Investments, and Cider Jack Hard Cider. Construct Marketing, IBM and XR Technologies
- Launched a website to provide creative and design firms with creative trainings for adobe creative cloud and 3D renderings.

## **Arnold Worldwide** | Boston, MA

1996- 2004

Art Director, Global Campaigns - Print & Interactive

Selected Accounts: Royal Caribbean (royalcaribbean.com, print ads, video), Volkswagen (vwdesign.com), Converse (print ads), Titleist (print ads), and JetBlue (launch branding).

- Facilitated the design and branding for Arnold worldwide partners International.

Senior Designer

1996 - 2000

Print and interactive design on selected Accounts: Volkswagen (prints ads), Royal Caribbean (print ads), and The Truth Campaign by Massachusetts Department of Public Health

## **Houston-Herstek-Favat (HHF) Advertising** | Boston, MA

1993 - 1996

Designer: Print / Interactive / presentation

Print Design Studio: Selected Accounts: NEC (print ads), Gardner Museum (print ads), Reebok (print ads), and the Boston Museum of Fine Arts (print ads)

- Print / Interactive ad design for agency brands/clients.
- Delivered monthly interactive presentations to showcase creative work.

### **HONORS & AWARDS**

IHAF Awards - 2012

SMPS Awards

Community art award

### **PROFESSIONAL STUDIES**

IDEO - 'Design Thinking'

HARVARD University Professional

Studies – 'Creating brand value'

### **PROFESSIONAL AFFILIATIONS**

(AMA) American Marketing Association

Ad Club of Boston

MIT Museum / Media lab

### **TECHNICAL SKILLS**

Creative Suite / Design / Video /

Photography / 3D+Renderings /

Motion Graphics / Illustration

Interactive Design

### **PERSONAL INTERESTS**

Adventure, Outdoor Recreation,

Mountain Biking, Industrial Arts.

Makerspace Instructor