

Matthew Fackert

Greater Boston | 978.289.2737 | mfackert@hotmail.com | Portfolio: 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

Creative Director, Marketing and Brand

2006 - present

- Oversee a creative team, comprising of internal and external members, to conceptualize and design impactful marketing initiatives. Manage the production and execution of the corporate brand, including budgeting, ideation, and design development. Cultivate a culture of innovation, creativity, and collaboration.
- Developed the corporate brand, including logo, collateral, mission/vision, interiors, and apparel, in collaboration with the Executive team.
- Designed print and digital marketing materials for cohesive national and regional branding in partnership with sales and business development.
- Streamlined workflows by building a network of creatives: writers, photographers, designers, programmers, and videographers.
- Implemented a company-wide social media strategy and processes with the social media and account teams.
- Led branding and communication efforts for Suffolk's Boston Scholar-Athlete program, supporting inner-city children through education and sports.
- Created the visual identity and framework for national Innovation Centers for technology testing and implementation.
- Directed and produced corporate videos and short films.
- Designed creative elements for corporate interiors and developed infographics for complex construction processes.
- Built and maintained campaign strategies informed by market research and insights.

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 / Interactive Design

PERSONAL INTERESTS

Adventure, Outdoor Recreation, Mountain Biking, Industrial Arts.

UX design

ID Initiative Design + Brand | Remote

Brand Strategy & Design, Marketing and Branding

2004 -2006

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

Art Director, Global Campaigns - Print & Interactive

1996- 2004

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.

Sr. 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

Designer: Print / Interactive / presentation

1993 - 1996

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.