COKELEY
Matthew R.

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CAREER HIGHLIGHTS

- Contracted by the American Dream for large-scale information design effort

- Contracted by Mountain Creek Resort complete branding design

- Conceived #DORutherford campaign to promote Rutherford's "Dining Out" summer program

- Executed internal & external branding effort as design consultant for Lightbridge Academy

- Guided mag+ through sale and transition as VP of Operations

- Hired by Apple as Design Director to build chemistry app (RGB Co.)

- Trained the entirety of Nike Global Marketing

- Delivered a 40% margin on total revenue of $750,000 in first year of mag+ Studios

- Awarded GD USA's People to Watch (mag+)

- ASME for Best Cover in News & Politics

- Developed American Photo 9.11 app, Popular Science Photo Hunt app & PopSci Audio app

- Conceived & built ad agency-style art department for multi-media development

- Communication Arts award for Excellence in Illustration (Popular Science)

- Redesigned Popular Science & PopSci.com brands

- Employee of the Year

EXPERIENCE

MRCokeley Design, LLC. Founder & Executive Creative Director 7.17/Present
Provides clever, creative solutions for complex problems in advertising and marketing
    Clients include: American Dream, Apple, Bauer Media, Big Snow, ERA Realty, Hachette Book Group, Huntington Bank, Lightbridge Academy, Medium.com, Mountain Creek Resort, RGB Company, Time, Inc., TruTV, William Hill Sportsbook & more at MRCokeley.com
Built a boutique agency which scales to the client's specifications on demand
Capable of handling large scale tasks with dedication & precision
Launched several personal brands as case studies for what is possible with MRCD
Integral to client's brand development efforts by digesting and understanding their guidelines
Provided sophisticated point of view to recurring client tasks developing fresh looks annually
Developed single ideas into large scale integrated campaigns for multiple clients
Responsive and adaptive to trends, market shifts and popular social experiences

mag+ VP of Product, Services & Operations; Executive Creative Director 8.11/7.17
Tasked with developing business model for mag+ Studios, the creative services division
Conceived and built a flexible services department across 2 continents which scaled to demand
Delivered a 40% margin on total services revenue of $750,000 within first year
Responsible for growth of sales, technical support and training of all 900+ clients & partners
    including Nike, Disney, New York Magazine, Bloomberg Markets and Ogilvy's Redworks
Trained the entirety of Nike, Inc.'s Global Marketing Design team on the mag+ platform
Pitched, signed, trained and launched WWE on all OSes for Wrestlemania 29 event in NYC
Managed monthly product release of mag+ plug-in and related products
Contributing writer and videographer to magplus.com, HOW.TV and InDesign Secrets blogs

Bonnier Technology Group Art Director 9.05/8.11
Conceived and built seven-person, ad agency-style art department for multi-media development of
    Popular Science, Science Illustrated, Popular Photography, American Photo and Sound & Vision
Applied agency-style "best practices" to publishing work flow
    Application delivered annual savings of $100,000 in human resource expenditures
Conceived and developed PopSci.com T.U.R.N. video series
Won ASME for Best Cover in News & Politics for American Photo September 11th issue
Won Communication Art's 2009 Award of Excellence for Illustration in an Editorial Series
Art Director on Bonnier Corporation's launch issue of Science Illustrated for kids in the U.S.
Developed system to bring production expenses under budget by roughly $50,000 per year
Oversaw +16.5% overall increase in newsstand sales in 2006 with Popular Science redesign
Executed the complete redesign of Popular Science and PopSci.com in 2005

SKILLS

Communication, Project Management, Talent Identification, Team Building, Art Direction, Graphic Design, UI/UX Design, Content Creation, Presentation, Public Speaking, Account Management, Client Relations, Technical Support, Adobe Creative Suite, HTML, XML, Asana, Salesforce, Trello, Jira, Slack & Social Media

EDUCATION

Moravian College B.A. in Graphic and Advertising Design
Minor in Marketing with related courses in Sociology & Psychology

SOCIALS

@MRCokeleyDesign (Personal/Professional)
@BlackBarrelPoker, @Slammiches, @DirtyStacksPokerRax (Hobbies)