



# MATT HELF

matthelfcreative.com

## Experience

### Director - HTV Design

Orlando, FL | 2020 - Present

- Lead and develop a team of 32 designers.
- Oversee design for 26 media markets reaching 24 million households.
- Define mission, vision, values and yearly objectives and key results for team.

### Brand Resource Manager - HTV Design

Orlando, FL | 2017-2020

- Established and led team of 9 print, digital, and motion designers.
- Created centralized design support model for Creative Services Departments..
- Evolved and standardized design assets for clearer visual branding.

### Production Manager - HTV Design

Orlando, FL | 2011-2017

- Launched centralized design hub to support 26 media markets.
- Scaled automation projects and design templates.
- Launched and maintained training website and branding asset portal.

### Creative Services Producer Designer - Hearst Television - Channel 2

Orlando, FL | 2003-2011

- Wrote, shot, and edited station video marketing campaigns.
- Designed daily newscast graphics.
- Created graphic templates incorporating scripting into design.

### Creative Services Producer - Gannett - NewsChannel 5

St. Louis, MO | 2000-2003

- Wrote, directed and produced on-air station marketing campaigns.

## Education

Southern Illinois University at Edwardsville  
BS - Mass Communications and Journalism

### Software

- Adobe CC
- Adobe Express
- Canva
- Bynder
- Zendesk
- Slack
- SharePoint
- MS Teams
- Office 365

### Additional Training

- Hearst Management Institute
- Hearst DEI Certification