

# MATT HELF

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## Professional Summary

Creative and strategic design leader with 20+ years of experience driving motion and digital design across 26 U.S. media markets. Proven expertise in building and leading high-performing design teams, standardizing brand systems, and scaling creative operations. Highly skilled in Adobe Creative Cloud, project and asset management, and brand governance.

## Experience

### Director - HTV Design - Hearst Television

Winter Park, FL - 2020 to Present

- Lead and mentor 32 designers creating branded motion, print, and digital designs.
- Oversee 24/7 centralized design group for 26 media markets, reaching 24 million households.
- Define OKRs (Objectives and Key Results), and establish the team's mission, vision, and values.
- Manage capital, operational, and salary budgets for the centralized design group.
- Research, select, and negotiate SaaS agreements for the design and regional teams.
- Oversee all branding assets and manage group graphic and branding requests.
- Manage group design packages, brand guides, and request fulfillment.

### Brand Resource Manager - HTV Design - Hearst Television

Winter Park, FL - 2017 to 2020

- Established and led a team of 9 print, digital, and motion designers for the centralized team.
- Created a centralized design support workflow for Creative Departments.
- Evolved, standardized, and scaled group design assets for clearer visual branding.

### Production Manager - HTV Design - Hearst Television

Winter Park, FL - 2011 to 2017

- Founding member of the centralized design hub created to support 26 media markets.
- Scaled automation projects, design templates, and the centralized support model.
- Created training videos and documentation for the group website.

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

Winter Park, FL - 2003 to 2011

- Wrote, shot, and edited station video marketing campaigns.
- Provided daily graphic support for News, Creative Services, and Sales departments.
- Designed, animated, and coded graphic templates for producer UIs and newsrooms.

### Creative Services Producer - NewsChannel 5 NBC - Gannett

St. Louis, MO - 1999 to 2003

- Wrote, directed, and produced on-air station video marketing campaigns.
- Managed on-air inventory placement to promote station brand.
- Identified shoot locations and managed production permitting.

## Education

SIUE - Southern Illinois University at Edwardsville

BS - Mass Communications and Journalism

## Software

- Adobe Creative Cloud Suite
- Frame.io
- Adobe Express
- Bynder DAM for Digital Asset Management
- Wrike - Project Management
- SharePoint - Cloud Storage
- Zendesk
- Canva
- PowerPoint
- MS Teams
- Office 365

## Additional Training

- Hearst Management Institute Executive Training
- Hearst DEI Certification

## Awards

- Edward R. Murrow for Investigative Journalism Package Editing
- Promax Gold - Design System for Print, Digital, and Motion Brand



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Dear Green Dot Agency,

I've spent the last ten years supporting more than forty brands around the country and helped build Hearst Television's centralized design group from the ground up. I have a deep understanding of branding, design, and project management and oversee a large team that works to take complex ideas, research and client objectives and turn them into design systems and graphics that reach millions of viewers around the country.

For the past several months I have been researching and working to learn as much as I can about Deloitte's Green Dot Agency. It was during this process I discovered a podcast produced with IHAF, the In-House Agency Forum, and listened to an episode of "Inside Jobs" featuring Kim McNeil-Downs. The podcast and the Deloitte brand have left me wanting to learn more about what it would be like to work for the in-house agency that supports this world class brand.

I am applying for the role of Strategist Senior Manager at Deloitte's Green Dot Agency and have attached my resume along with this cover letter. I look forward to learning more about the position, the impact it can have on the organization and how my experience in branding, design, and project management could be best used to support Deloitte.

Thank you for your time and consideration.

Sincerely,

Matt Helf

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## Personal Brand: Visual Identity and Guidance

### Origin Story

Branding is in my DNA. Growing up in a family business taught me the value of differentiating. What our customers told their friends and the experience they had was our brand. Now I help television stations brand their products and reach millions of viewers. I'm fortunate my origin story played a huge role in my career path and passion.

### Color System



Hero Blue  
#1E3D72



Psych White



Bold Blue  
#0A5BA9



Soft Blue  
#4985C5



White  
#FFFFFF



Gray  
#565656



Black  
#000000

### Type Face, Fonts and Usage

Hero New is the typeface used for this personal brand. Chosen to project a modern feel. Works well for print, digital and motion design. Scales well and is easy to read.

#### Hero New Extra Bold

Used for Matt Helf name and in MH mark

#### Hero New Bold

Used for headers

#### Hero New Medium

Used for secondary titles

#### Hero New Regular

Used for body text and explainer text

### Visual Elements

Hero New is the typeface chosen for this personal brand. The font family includes Extra Bold, Bold, Medium, and Regular. This typeface was chosen to help project a clean, modern, and simple identity. It is also print and digital friendly and is easy to read on any platform or medium.



MH initial mark used for social profiles as well as print, digital and motion designs



Photo used when Matt Helf can be written on print and digital designs

# MATT HELF

BRANDING | DESIGN | PROJECT MANAGEMENT

First and last name used with photo. Should stay locked with tag line



