



Matthew Campbell

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Summary

Experienced Graphic Design professional with over five years in the industry, excelling in dynamic environments that value adaptability and creativity. Experienced in cultivating effective team communication to consistently deliver top-tier results, driven by love for art and desire to make a positive impact.

Experience

Designer, Freelance *Churchton, MD*

August 2023 - Present

Previous Clients: Lucky Golf, Daddy's Chicken Shack, CollabDocs, Lasting Portrait, TorkStrap

- Met tight deadlines consistently while delivering high-quality final products
- Managed numerous large-scale projects across diverse industries, ranging from golf brands to clean energy companies
- Collaborated with a wide array of clients, executing various projects including social media campaigns, video content, brand voice concepts, and logo designs
- Efficiently executed multiple projects for different clients simultaneously, showcasing adept multitasking skills
- Demonstrated effectiveness of designs through repeat business and established enduring client relationships
- Enhanced scheduling and project management abilities through self-employment experience
- Received and worked with feedback given by every client through multiple rounds of edits

Marketing Manager, District Taco *Falls Church, VA*

October 2022 - August 2023

- Recruited and managed both seasonal and long-term interns, overseeing day-to-day operations
- Designed and rolled out new merch line, including employee exclusive merch
- Directed the marketing and advertising assets for first company franchise
- Held 15 restaurants to company standards by performing quarterly audits
 - Focused on store cleanliness, marketing materials, general operations, and order accuracy
- Collaborated with other department heads to develop department specific graphics and promotional materials
 - Worked closely with Franchise team to create website, print materials, expo displays, and magazine ads for franchising specific promotions

Graphic Designer, District Taco *Falls Church, VA*

October 2021 - October 2022

- Planned and executed visually captivating food photography for website, social media, and menu purposes, as well as corporate team headshots
- Lead designer on brand redesign



- Developed and implemented an elevated and more modern brand style
- Lead copy-writer on all digital and print designs
- Promoted online ordering and app usage
 - 9% Increase in online orders during first year
 - 59% Increase in net income from online orders in first year
- Increased app users by 78% in 2 years through online and in-store advertising
- Designed, ordered and delivered print materials for 5 stores across 4 states

Marketing Associate, District Taco *Falls Church, VA*

December 2019 - October 2021

- Effectively utilized various online ordering platforms for analytics and branding, including Toast, Aloha, NCR, and Restaurant365
- Efficiently managed Shopify store, handling all aspects of order fulfillment and shipping operations
- Lead designer on all marketing materials (In-store & promotional signage, Email Blasts, Social Media Graphics, Motion Graphics)
- Increased email subscribers by 55% in 1 year
 - Created multiple original promotional email blasts weekly growing subscribers by 155% with an unsubscribe rate under 5%
- Increased Instagram following by 9.5% in 1 year

Marketing Intern, District Taco *Falls Church, VA*

November 2019 - December 2019

- Focused largely on Email Marketing campaigns
- Maintained active engagement with customers via social media channels and review platforms, promptly addressing direct messages, reviews and complaints.

Graphic Design/Curator Intern, VisArts *Rockville, MD*

November 2018 - May 2019

- Conceptualized and executed color scheme and logo design for intern-run art show
- Contributed in the production of pamphlets for said show and played a key role in artist recruitment and selection, assisting in curating a diverse and engaging exhibition
- Aided in layout and presentation of exhibits within the galleries
- Installed and removed exhibits
- Assisted with everyday design needs (Creating and printing labels, handouts, and pamphlets)

Soccer Coach, Kidz Love Soccer *Pasadena, CA*

March 2018 - April 2018

- Lead children aged 2 - 12 through stretches and warm up drills
- Set-up and coached children through soccer drills
- Transported and cleaned up soccer equipment



Education

Cherokee Trail High School

High School Diploma, 2016

Anne Arundel Community College

Associates in Marketing and Advertising, 2027

Volunteer Experience

Zambo Travel *Bogotá, Colombia*

- Built homes with natural resources for low-income residents of the Valle de Cauca, Colombia
- Daily interactions with members of the community

KaBoom! *Bethesda, Maryland*

- Built playground for the children of the Global Village Academy in Aurora, Colorado
- Aided with general construction of play area