

# Matthew Gore

matt@matthewgore.com

## EXPERIENCE

### **Creative Lead, Digital Shopper Marketing (DSM)**

OgilvyOne - Chicago, IL - December 2010 to Present

- Develop high-level concepts, creative strategies and tactics to align with overall brand/retailer programs, specifically looking to activate shoppers digitally
- Provide creative oversight to design teams across several offices to ensure best practices and campaign alignment
- Keep abreast of current digital trends and technologies, specifically in social, mobile and digital in-store realms to integrate best-in-class tactics into our programs
- Build a center of DSM thought-leadership to help to raise the digital IQ of our teams in the cross-agency partnership supporting KC brands
- Present digital shopper marketing POV presentations to other clients and agency partners as a DSM evangelist
- Clients: Kimberly Clark (Huggies, Pullups, GoodNites, Kotex, Poise, Cottonelle, Kleenex, Scott), Nestlé Ice Cream

### **Art Director**

Ogilvy & Mather - Chicago, IL - June 2008 to Present

- Collaborate across internal agency divisions to create print advertising, broadcast videos, direct mail campaigns, freestanding inserts, emails, banner ads, digital and traditional in-store displays
- Partner with directors, photographers, producers, and stylists to produce broadcast and original photography
- Participate in new business pitches, including being a part of the teams that helped win CDW and UPS
- Clients: SC Johnson (Glade, Pledge, Drano, Scrubbing Bubbles, Windex, Ziploc, Raid, OFF!), BP, CDW, Dove, Suave, Allstate, Sanford (Sharpie, Expo, Prismacolor, Paper Mate, Uniball), Jiffy Lube, Kraft, Oscar Mayer, Cardinal Health, Kimberly Clark, American Bar Association, Zurich North America, Blue Cross & Blue Shield of Illinois

### **Associate Graphic Designer**

Pepper Global - Chicago, IL - June 2005 to June 2008

- Produced creative deliverables including email campaigns, web pages, brochures, posters, and booklets
- Developed concepts, creative and presentation materials for new business, client and internal presentations
- Acted as creative supervisor over email campaigns that were created by coworkers to ensure quality control and consistent application of email best practices
- Designed and coded four monthly email newsletter programs: HP Software & Licensing Management Solutions Newsletter, HP Graphic Arts Newsletter, HP Solve Newsletter, and HP Oracle Newsletter
- Clients: Hewlett-Packard, Symantec, March of Dimes

## EDUCATION

### **Continuing Studies (Adobe Illustrator)**

School of the Art Institute in Chicago, IL - 2010

### **Art Direction Program**

Chicago Portfolio School in Chicago, IL - 2005

### **Bachelor of Arts in Communication**

Wheaton College in Wheaton, IL - Graduated May 2004

## SOFTWARE

Adobe Creative Suite 5 (Photoshop, Illustrator, InDesign, Acrobat, Dreamweaver), QuarkXPress, Microsoft Office, Apple iWork, and experienced with both PCs and Macs

## AWARDS

- 2010 Media Post Digital Out-of-Home Award — Best Campaign: National or Local for BP Invigorate campaign

## PUBLISHED

- Contributing photographer: "A Very Modest Cottage" by Tereasa Surratt, published by Sterling/Hearst, 2010
- Contributing photographer: "Found, Free and Flea" by Tereasa Surratt, published by Clarkson Potter/Random House, 2011
- Contributing editorial photographer: Martha Stewart Weddings online, ReadyMade magazine, The Chicago Tribune, Milwaukee Magazine, Pictory Magazine and Apartment Therapy.

References available upon request.