

MHS&O Matthew Stein

ACD • CD • ART DIRECTOR

contact

917.687.0734
matthewhstein@gmail.com
www.matthewstein.net

who I am

Experienced Digital, Social and Brand Creative Director. I craft engaging creative, brand-building, strategic marketing and disruptive communication.

I'm a skilled Art Director who writes. A storyteller who pushes for the Big Idea. I work hard to make great ideas greater.

what I do

Digital, Social, Traditional Advertising & Branding
Healthcare, Technology, Food, Auto, Consumer Electronics, Packaged Goods, Retail, B2B

where I learned

BFA Advertising Design
Washington University in St. Louis
Business Minor
1993-1997

where I've been

VP ACD TBWA\Worldhealth NY • Aug 2018 - Present
VP ACD Merck Digital Engagement Team

Creative Lead for Merck DET/VAXELIS, an agile-focused and data-driven digital engagement team. Marketing across channels with video, web, and social, plus partner-focused creative.

Merck, Amgen, Astra Zeneca, Seqirus - Digital, Promo, Experiential, Print, Video (VAXELIS, Repatha, Lynparza, Flud, Flucelvax, MMRii, Varivax, ProQuad, RotaTeq)

Freelance Digital CD/ACD • Nov 2016 - July 2018

McCann Health - Branded Campaign

Ampology - Paid Social, Digital, Email, Brand Identity

Harte Hanks - Paid & Organic Social, Web Design, Digital, Brand Identity

Klick Health NY - TV & Digital

Area 23 - TV & Digital

Mott & Spry - Web Design, Digital, Graphics, Brand Identity

VP ACD Publicis NY • Feb 2012-Oct 2016

New Business (Zostovax)

Cadillac - Point of Sale, Trade Show Materials

P&G: Cascade & Swiffer - Digital, TV

Wendy's - TV, OOH, Digital, Radio

NAPA Auto Parts - TV, launched brand campaign, blown out in merchandise, social & in store

VP Associate Creative Director McCann NY • Apr 2010-Feb 2012

Verizon FiOS - TV, Lead Creative on Print/OOH design, managed all Print/OOH for New York Launch

Verizon Wireless - Print, National OOH & Creative Director on Commuter Experiential

Verizon Green Initiative - Creative Lead on Print/Email/Digital creative for global green initiative

Exxon Mobil/Mobil Advanced - Print, Experiential & Marine Re-branding

VP Senior Art Director McCann NY • Jun 2003-Mar 2010

New Business - Lotrel, Bextra, Avaya (AWARDED)

Verizon Wireless - TV, Print, led OOH design, nationwide OOH efforts

Verizon FiOS/Broadband - Print, OOH & Experiential

Avaya - New Business & Print

Kohl's, Coca-Cola, Certs, Bertolli, I Can't Believe It's Not Butter - TV, Print & Digital

Art Director McCann NY • Aug 1997-May 2003

Gateway - Print, OOH, Lead Creative on Business Identity & Experiential

Lucent, Motorola, Renaissance Hotels, MasterCard, Lowe's Home Improvement, Outback Steakhouse - Print & TV