

MATT COOPER



Creative Marketing, Creative Visuals

I have 14 years of marketing and design experience in both the B2B and B2C markets. I combine a data-driven approach with a knack for creating eye-catching content to make even the most challenging campaigns memorable and successful. I excel in cross-functional and multi-disciplinary teams and bring a combination of unusual creativity and tenacity to all projects.

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Portfolio: DigitalSurreal.com

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WORK EXPERIENCE

Web, Marketing, and Print Designer

Mohu | Raleigh, NC | June 2015 - July 2019

- Redesigned the entire line of antennas and streaming products -- including branding, marketing, point-of-purchase displays, product education (manuals, campaigns), and web properties -- leading to improved sales, reduced returns and strategic national retail partnerships (Best Buy, Walmart, Sam's Club, and Target)
- Played an integral role in shaping product strategy and marketing campaigns for the Mohu ReLeaf, one of the company's most innovative and financially successful antenna products (approx. \$5M in annual sales)
- Analyzed competitive retail and research data to inform marketing content for strategic product positioning and package design to optimize consumer conversion
- Excelled at creating customized, flexible product line designs based on unique retail buyer merchandising requests
- Managed large-scale retail packaging production with domestic and offshore printers
- Re-designed the blog section of gomohu.com to maximize SEO, retail conversions and brand engagement
- Directed and edited a 30-second broadcast TV commercial distributed nation-wide, resulting in an approximately 5% sales increase to Mohu retail channels
- Designed tradeshow and event booths and marketing materials, including custom videos, for CES, SXSW, and local music festivals
- Generated quick-turnaround, presentation-ready 3D product and display proofs-of-concept for business development proposals, marketing materials, and future products/packaging
- Worked on the development of Untangle.TV, a definitive cord cutting tool for locating content without pay tv

WORK EXPERIENCE CONTINUED

Marketing, Print, Software and Web Design

rAve [Publications] | Chapel Hill, NC | Oct 2005 - June 2015

- Designed and customized B2B marketing campaigns (targeted emails, social media, web, education, and content) for sponsors and consulting clients across several AV industry channels
- Covered emerging industry technologies via content creation through tech writing and video reporting
- Created print and news promotional materials for the company and its major corporate sponsors including Epson, Almo, Extron Electronics, Christie Digital, Da-Lite Screen Company, Polycom, and more.
- Built and maintained branded experiences, such as news publication websites and individually-branded tradeshow news microsites
- Crafted server-side architecture and managed the development of a cloud-based video platform created to quickly post large volumes of video content simultaneously to web portals, YouTube channels, mobile devices, and iOS apps
- Branded, produced, edited, and recorded podcast series -- included listener analytics and customized sponsor-based marketing promotions

EDUCATION

Bachelor of Science in Digital Media

John Brown University | 2001 -2005

EXPERTISE

Marketing and Branding Identity

Art Direction

Digital and Print Design

3D Modeling and Rendering

Video Editing and Motion Graphics

Social Media Campaigns, PPC, Email

HTML 5, CSS, Wordpress, AWS, Linux

Product Photography

SOFTWARE

Adobe Creative Suite

Photoshop, Illustrator, InDesign, XD

After Effects, Premiere, Audition

3D Illustration

Lightwave 3D, Keyshot, Maya

Marketing and Business

TweetDeck, Hootsuite, Marketo,

Google Analytics

Basecamp, Asana, MS Office

MEMBERSHIPS/ ACHIEVEMENTS

AIGA Raleigh

TriUXPA

TMC

Cover Illustrator for Cell Research Journal, Competitive Selection

Mohu ReLeaf: 2016 Consumer Product of the Year Best in Biz Award

REFERENCES

NC Nwoko

Dual Master's Degrees Student

UNC Chapel Hill

Former Product Manager

Cactus Group

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John Crabil

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