

# MATTHEW ACCETTA

[www.MatthewAccetta.com](http://www.MatthewAccetta.com)

E: [Mr.Accetta@gmail.com](mailto:Mr.Accetta@gmail.com)

T: 843.209.9777

## ABOUT ME

Highly collaborative, multi-dimensional problem solver with background in brand management, campaign development and art direction. A detail-oriented creative with the ability to execute complex ideas within fast-paced, deadline-driven environments and across multiple mediums. Proven ability to work collaboratively toward creative solutions that provide high-impact for clients and customers.

## EDUCATION

Savannah College of  
Art and Design (SCAD)

## EXPERTISE

### SOFTWARE

Adobe Suite  
After Effects  
HTML/CSS  
Lightroom

### DESIGN SKILLS

Advanced Social media  
Experiential & Event Design  
Style Guide Creation  
Brand & Identity  
Infographics  
Motion Graphics  
Web Design  
Photo Retouching  
Photo Illustration

### PHOTOGRAPHY

Studio Lighting  
Digital Photography  
Canon & Nikon Cameras  
Tethered Shooting

## SPECIAL INTERESTS

**Moms Demand Action**  
Atlanta, Georgia

**Make-A-Wish Foundation**  
Greenville, South Carolina

**Savannah Bananas**  
Savannah, Georgia

**NY Metro League Baseball**  
2023 & 2016 League MVP  
2017 Playoff MVP  
New York, New York

**Brooklyn Ramblers**  
Brooklyn, New York

## EXPERIENCE

### McCann Health NY | IPG HEALTH

Associate Creative Director & Agile POD Lead | 2020 - Current

Agile Pod Creative Lead: Managing three teams of creatives across two brand, (Stelara GI and Tremfya Rheum & Derm), shaping development alongside the evolution of brand strategy, collaborating with teams and clients to establish objectives, epics, and stories to ensure success.

- Work on discrete priority projects in accelerated timelines. Asset development includes, but is not limited to, social media, videos, e-mails, leave behinds, patient profiles, dosing guides, doctor discussion guides, and iVIS pages.
- Partner closely with clients, establish valuable touch points to strengthen the agency/client relationship and identify future roadblocks and challenges.

#### Expanding POD Structure

- 1st team at a pharma company to use the Snapchat lead generation platform to deliver targeted content to specific audiences.
- Train and guide creatives on Pod best practices, including efficient ways to work with clients and manage timelines.
- Meet with all pod creatives on a weekly basis.
- Partner with senior leaders and generate plans to ensure the efficiency and success of the pods.

### National Football League | NFL

Experiential & Branding: Senior Designer | 2015 - 2020

Art Direction, Concept Design, and Innovation for a variety of consumer facing NFL calendar events, club rebrands, and internal departmental events. Work closely with Project Management, Production, External Vendors for print and installation throughout process, including onsite direction for respective events.

#### Milestones Include:

- Super Bowl LIV Concept Creation, SBLIV Logo Design, Style Guide Creation, Photo Art Direction, Asset Production (2017-20)
- 100th Season Concept Development & Cross Platform Integration (2018-19)
- Super Bowl LI Ticket & Program Art Concept Creation and Production (2015)
- NFL Combine Re-design, Style Guide Creation, Production (2015-19)

### Sports Illustrated

Integrated Brand Marketing Designer | 2011 - 2015

Campaign Designer, Ad Designer, and Animator for native activations, experiential tours, and nationwide campaigns for marketing, sales, and events teams. Major SI campaigns consisted of Sportsman of the Year, Swimsuit Launch week, The Olympics, MMQB, Heisman Tour, and the re-design of SI.com.