

MATT GEIGER

www.linkedin.com/in/geigercreative
404-477-9345
geigerwerks@gmail.com

Career Profile

An experienced, pragmatic and integrated creative. Specialized in developing and delivering results-driven creative and creative teams that deliver solutions to advertising, marketing and brand business strategies across many consumer, retail and business-to-business sectors.

Core Strengths

- 30+ years of design experience
- Digital Design: Website and marketing efforts – email, social, paid search and affiliate
- Print Material Design: Print, POS, outdoor and direct mail
- Brand development: Logo design, collateral, presentations, stationery, signage and guides
- 17 years of leadership experience
- Demonstrated ability to develop, lead, and motivate high performing teams
- Results-driven: Using analytics, testing and truly understanding the customer experience

Work History

8Bend Marketing – Chattanooga, TN | Remote

08.21 – 11.23

Creative Lead - Brand, Web Design, Graphic Design

I was the resource for all things creative for this Storybrand-Certified marketing agency. We offered our clients marketing services based on Storybrand's proven, yet pragmatic principles. Founded on that, 8Bend developed an 8 part marketing improvement plan. Our team is small, agile, and utilizes a full set of skills to execute a variety of tactics for clients across a broad spectrum of industries.

- Branding - Messaging, Design, Imagery
- Web Design and Production: Using Figma, WordPress, Elementor, Divy, Wix, MoxiWorks and Hubspot
- Lead Generation: Using the Storybrand framework, Strategic, Repeatable and Trackable
- Content Promotion: Email, Social Media, Events
- Attained HubSpot certifications for Growth Driven Design and Growth Driven Design Agency Management

Purchasing Power – Atlanta, GA

11.14 – 11.18

Senior Manager Creative Services

Led the internal creative team of 10+ for the leading specialty e-retailer offering consumer products, vacations and online education services through an easy and convenient payment plan. Our team supported every aspect and need of the business, B2C, B2B, E-commerce, Branding, Sales & internal communications – developing creative backed by an integrated strategic approach.

- Drove 20% demand growth YOY through multiple targeting media tactics; which include Email, Paid Search, Retargeting, Display, Direct Mail, Social Media and Mobile Media marketing tactics.
- Increased first time buyers by 25% YOY through engaging awareness and acquisition programs
- Partnered with cross functional teams to integrate and elevate the existing creative team
- Developed new processes, including implementation of a project management tool, Workfront
- Concepted, designed and produced key marketing campaigns, weekly marketing materials, emails, banners
- Redesigned home page and site navigation to enhance usability and overall experience
- Ensured recent rebranding efforts are embraced throughout everything we did

Benchmark Brands – Atlanta, GA

06.09 – 11.14

Sr. Digital Art Director

Led digital marketing and merchandising related design for a top online specialty e-retailer. Responsible for the overall look, brand consistency and technical accuracy executed through multiple tactics and channels. Direct a team of designers and maintain relationships with merchandising partners.

- Drove 20% demand growth YOY through multiple digital tactics; which include Email, Site Design, Paid Search, Social Media marketing tactics.
- Design and produce weekly home page hero images and emails to multiple consumer groups
- Concept, design and built specs for seasonal templates and icons
- Design UX components throughout the site
- Art direct product photography

Beazer Homes – Atlanta, GA

01.04 – 07.08

Creative Services Manager

Corporate Marketing - Top 10 National Homebuilder

- Built and managed corporate creative team including graphic designers, traffic and field coordinators
- Developed workflow and timeline for creative process
- Responsible for designing and producing creative executions implemented across 32 nationwide divisions
- Concepted, designed and supported corporate web site, themed national sales promotions, signage, brochures, folders and point-of-sale materials and other corporate collateral
- Responsible for developing and publishing brand standards
- Art directed the Beazer magazine photo shoots
- Managed print production on a national scale

SourceLink/Gordon Bailey & Associates – Duluth, GA

11.97 – 01.04

Senior Art Director

Business-to-business focused advertising and marketing communications agency

Clients: Siemens, Rich Products Corp, Pactiv, Russell Athletic, Sea-Pak, Chesters International

- Lead creative for their largest client
- Developed highly targeted direct mail campaigns
- Concepted, designed and constructed digital assets; web sites, web banners and e-mail templates
- Concepted, designed and produced point-of-sale materials
- Created vector-based product artwork
- Art directed photography and illustration
- Managed print production

Education

The Savannah College of Art and Design

08.90 – 05.94

B.F.A. Graphic Design

Cum Laude

Savannah, GA