

2010

To whom it concerns,

My name is Matthew Longley. I'm currently in search of a creative position at an interactive, marketing or advertising agency. For the past year I've been an independent designer at Wunderman. I was previously the Creative Director at FGI, an interactive agency in Kirkland and before that a Senior Art Director at Lionfish in Bellevue. Prior to Lionfish I was an Art Director at MRM Worldwide in Seattle for about three years.

I've developed an extensive background in branding and design through a wide variety of projects over the past 23 years. My strengths in creative are equaled by my ability to effectively present concepts to executive-level clients with confidence, and manage a team of designers with motivation, leadership, and respect.

I'm passionate about my profession and maintain a positive work ethic. I've been responsible for taking many assignments from concept to finish, selecting and guiding other creative talent, art directing photo shoots, handling multiple projects on the same schedule and interfacing with corporate clients.

If after reviewing my work you feel that I'm a qualified candidate for this position, please contact me directly at **253.569.0296**. Thank you in advance for your consideration.

Samples of my work can be viewed online at <http://www.matthewlongley.com/>.

Best regards,

A handwritten signature in black ink that reads "Matthew Longley". The signature is written in a cursive, flowing style with a large initial "M".

Matthew Longley

The Résumé of Matthew Longley

FGI Seattle (formerly Redclay)

<http://www.fgi.com/>

Kirkland, WA (2008)

Creative Director: Hired to guide, mentor and inspire a team of designers. Responsible for the creative direction on all projects, ensuring that all work meets production and brand standards. Developed and recommended cost-effective solutions to meet client needs and budgets. Strong problem solving and presentation abilities to effectively promote, sell, and defend creative concepts. Excellent organizational skills with the ability to multi-task, meeting tight deadlines consistently. Strived for great creative while continuously keeping up with current design and marketing trends. Lead with a positive attitude and an enthusiastic outlook.

Lionfish

<http://www.lionfishcreative.com/>

Bellevue, WA (2008)

Senior Art Director: Responsible for directing the concept and execution of outstanding brand experiences and marketing campaigns, creating a world class reputation for the agency and building profitable client relationships. Our team consisted of two Art Directors, a production manager, two designers, three full-time contract designers, two part-time interactive developers, and myself. Lionfish is a small agency, but extremely fast-paced with high creative standards and tight deadlines. The work was a mix of visual identity, brand development, conceptual design for strategic marketing initiatives, global campaigns with multiple deliverables, and interactive marketing solutions including web sites, email, DVD's, and video demos using Flash and/or Silverlight.

MRM Worldwide (A McCann Worldgroup Company)

<http://www.mrmworldwide.com/> <http://www.mccann.com/>

Seattle, WA (2004-2007)

Art Director: In this role I art directed and managed a team of in-house designers and production artists. We designed and created effective print and interactive deliverables for a broad range of marketing programs including brochures, sales kits, direct marketing, web sites and email campaigns. I played a key role in developing the agencies interactive offering, and for traditional collateral I provided input at all points in the printing process including project specs, paper recommendations, color correction and press checks. I also lead the effort to interface with internal departments, and various levels of management and clients to conceptualize, develop and implement successful creative solutions for marketing materials across all media. Working closely with outside vendor resources, as well as illustrators, photographers and designers I was able to ensure successful project management, workflow, and above all great creative.

matthewlongley.com

<http://www.matthewlongley.com/>

Enumclaw, WA (2001–2004)

Principal: I had my own design business for three years, working from my home studio. Projects included logo design, advertising/marketing campaigns, print collateral, web site and email design for corporate clients and small businesses. One of my clients was Amdocs, a global company with over 15,000 professionals in 50 countries. I designed and developed a series of monthly HTML email newsletters that went out to their sales force and partners, helping to improve internal communications.

Visual Identity and Branding

<http://www.skybelts.com/>

Over the past few years I've helped my wife and daughter launch a new fashion product called a 'SkyBelt', and just recently a line of bags and apparel with a fun, travel-related aviation theme. I designed the brands and all advertising/marketing material. I shot all the photography, wrote all the content, and developed an e-commerce web site. I also helped them structure a business plan, including media and editorial coverage, press releases, search engine optimization, trade shows, and strategic placement in retail channels such as boutiques, flight museum gift shops and airport stores.

BD&A

Woodinville, WA (2000/2001)
Creative Manager

Affinity Publishing

Seattle, WA (1998–2000)
Art Director

EllisPerry Creative

Olympia, WA (1997–98)
Art Director

Mecklermedia

Westport, CT (1995–97)
Art Director: Web Developer Magazine/Web Site

Air Age Publishing

Wilton, CT (1991–95)
Associate Art Director: Running Times, Model Airplane News,
Radio Control Car Action, Radio Control Boat Modeler

Cowles Business Media

Stamford, CT (1987–91)
Associate Art Director: Publishing News and Folio magazine

Companies that I've done creative on contract include:

Adobe, Amazon, Amdocs, ASAP, Auxic Web Design, Avaya, Brocade, Cisco, Citrix, Clarify, Coldwell Banker, Connected, Eddie Bauer, Fire Giants, Handspring, Hunt Marketing Group, Hornall Anderson Design Works, iShow, Kodak, Lionfish, Metia, Microsoft, MRM Worldwide, My Tangled Web, National Inspections, Nortel Networks, Palm, and Penton Media.