

MATTHEW J. CLARK

Creative executive serving at the apex of brand, content & innovation.

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CREATIVE DIRECTION, DIRECTOR & VISUAL STORYTELLER

Seasoned storyteller *offering 20+ years* bridging brands and audiences by crafting compelling approaches, and articulating a clear vision that drives both client and professional teams to success.

- **Leads and nurtures comprehensive teams of creatives**, effectively aligning creative strategies with business objectives. Seasoned in storytelling, excels in creating visually engaging, human-centered content through photography, video, and design.
- **Demonstrated excellence in leveraging authentic storytelling** to achieve marketing objectives, effectively utilizing high-quality content to drive impactful and fresh results.
- **Renowned for stimulating creative and critical thinking**, excelling in leading collaborative work across diverse teams, delivering exceptional, multi-platform projects.
- **Skilled in budget management and serving as a primary contact for internal stakeholders**, fostering an environment of encouragement, innovation, empathy, and positivity.
- **Passionately invested in professional development as a valued mentor**, ensuring team consistency, exploring strategies to maximize resource utilization, and balancing creative vision with strategic business objectives.

CORE COMPETENCIES

Brand Strategy | Conceptual Development | Creative Direction | Visual Communication | Marketing Strategies
Content Development | Presentations & Pitching | Collaborative Workflows | Digital Media Expertise | Innovative Project Management | Budget Management | Stakeholder Engagement | Innovation Cultivation | Resource Optimization | Team Process Balancing | Production & Post Workflow | Cross-Platform Execution | Advanced Image Capture & Edit

PROFESSIONAL OVERVIEW

Creative Director, Live Action Director & Owner | StraightEIGHT Films, Seattle, WA **2013 - Present**
Spearhead a team of elite production and post-production experts, consistently delivering award-winning content across diverse platforms. Demonstrated success in maintaining a fast-paced, profitable operation year after year.

- Cultivated strong client relationships through stellar communication, consistently surpassing expectations.
- Garnered recognition with awards from Addys, Tellys, and Vimeo Staff Picks.
- Forged successful collaborations with leading brands such as T-Mobile, Deloitte, Dexcom, Amazon, and Microsoft.

Creative Director, Live Action Director & Owner | Loaded Pictures, Seattle, WA **2008 - 2013**
Founded and grew the company into a regional leader in production and post-production, leveraging close client collaborations and a skilled team.

- Assembled and led a versatile team of designers, producers, and support staff to produce standout work.
- Directed broadcast campaigns for prestigious entities like the PGA, PAC12, Toyota, and Group Health.
- Developed and nurtured lasting client relationships with notable firms including Redhook, Xbox, Publicis, and The Bill & Melinda Gates Foundation.

Creative Director & Live Action Director | Private Clients, United States **2000 - 2008**
Renowned for crafting compelling campaigns for national brands, always adhering to budget and timeline constraints while achieving Emmy nominations and outstanding performance metrics for creative innovation and delivery.

- Co-Directed the Emmy-nominated opening title sequence for "True Blood."
- Led creative direction and production of several retail campaigns for Macy's, both for broadcast and web.
- Crafted a summer broadcast TV campaign for CocaCola targeting young consumers.
- Helmed multiple campaign launches for Xbox, including console introductions.
- Collaborated with Fox Sports on promotional campaigns linked to the NBA's new season.
- Directed and shot Chrysler's launch spots for the new Chrysler 300.
- Created an immersive venue film for GM, showcasing their partnership with Apple.

EDUCATION

New York University, Tisch School For The Arts Film School
University of Montana, Journalism School

BFA in Filmmaking, Minor in Journalism
Broadcast Journalism Coursework