

JD MATHYS

PROFESSIONAL SUMMARY

Visual Designer specializing in innovative marketing campaigns and engaging content that transforms company image. Expert in strategizing social media projects and collaborations to expand the digital footprint in alignment with company goals. Professional Videographer and graphic artist.

WORK HISTORY

Marketing Manager & Videographer, 11/2024 to Current Autos of Chicago - Arlington Heights, IL

- Content production, SEO strategy & execution.
- Meta & Google ad campaign design and planning.
- Video, photography & graphic design for marketing.

Director of Digital Marketing, 05/2023 to 11/2024 Boomer T's Ink & Thread - Oswego, IL

- Meta & Google ad campaign design and planning.
- *Produced & directed commercials for the Hulu/Disney network umbrella.*

Social Media Content Creator, 06/2021 to 06/2022 Silver Frog Marketing - Joliet, IL

- Analytical skills to forecast and identify trends and challenges.
- *SEO and generation of inbound traffic.*
- Content, growth strategy & reputation management.

Content Creator, 02/2018 to Current Maximus MMA - Roselle, IL

- *Directed and edited promotional motion graphics & graphic design.*
- Designed on-brand visual elements to effectively convey messaging.
- Videography and content creation for PPV events.

Lead Creative & Content Creator, 06/2012 to Current MathysMedia.com - Elk Grove Village, IL

- Organized hundreds of videographers, photographers, sculptors & other artists for industry giants like *Universal Music* and small businesses alike.
- Developed engaging content with the goal of SEO and online growth.
- Directed, wrote and produced films for streaming services such as REVRY.

EDUCATION

Bachelor of Arts, Interactive Multimedia & Web Design, 12/2012 The Illinois Institute of Art - Schaumburg

Associate of Arts, Web Design, 07/2007 The Illinois Institute of Art - Schaumburg

CONTACT

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SKILLS

- Proficient in *Adobe Creative Cloud*
- *DSLR photography*
- *Print & digital advertising*
- Project presentations
- Flier and poster printing
- *Social media expert*
- *Graphic Design & Motion Graphics*
- *Video for Television & Web*

SOFT SKILLS

- Creative problem solver
- Superb eye for detail
- Excellent communication skills
- Excellent phone etiquette