

OVERVIEW

Creative professional with over 10 years of in-house agency experience. Solid background in creative team management, project management, graphic design, web design, print production and marketing. Builds positive rapport with clients, team members and vendors alike by providing outstanding communication and transparency. Strong technical prowess and thorough knowledge of a print and digital best practices, the creative process and modern cloud-based creative and business tools. Self-motivated, eager to learn and strive for continued excellence.

TECHNICAL SKILLS & INTERESTS

Microsoft: Office 365 (Word, Excel, PowerPoint, Outlook); SharePoint.

Adobe Creative Cloud: InDesign; Photoshop; Illustrator; XD; Dreamweaver; Acrobat.

Web/Digital Marketing: HTML; XHTML; CSS; Keynote; Email marketing (Constant Contact, iContact, Truelogic and Infusionsoft); CMS (Adobe Business Catalyst, Wordpress).

Interests: Golf; hiking/snowshoeing; biking; traveling; craft beer.

EXPERIENCE

Aetna Insurance, Wellesley, MA

Senior Graphic Designer // 02.2017 – present

- Completes complex projects from concept ideation through final production, that impacts the company at a national level.
- Collaborates with AMs, PMs, creative directors, copywriters, digital, marketing and other members of creative team to ensure conceptual and branded creative assets are released flawlessly.
- Synthesizes large quantities of complex data from creative briefs to design infographics, booklets, brochures and direct mail pieces.
- Uses consumer research to create persuasive deliverables while ensuring that corporate identity and design standards meet or exceed expectations.

Cerulli Associates, Boston, MA

Associate Creative Director // 09.2015 –09.2016

- Provided creative services for the Boston, London and Singapore offices while managing a team of two in-house creative professionals and one remote layout specialist.
- Made a positive impact on the company by lifting the design team's moral and expanded our production and design bandwidth by implementing hardware and software that allowed for an optimal workflow.
- Modernized much of Cerulli Associates' brand and visual identity by establishing guidelines, templates, and designs for various data visualizations, infographics, PowerPoint, print, email marketing, social media and online assets.
- Lead the global redesign and migration of all Cerulli's core products and marketing materials from Quark to InDesign.
- Lowered cost and increased quality of both The Cerulli Edge and The Cerulli Report products by performing an audit of Cerulli's print production agreement with it's vendor.

Boston Realty Advisors, Boston, MA

Marketing & Creative Services Manager // 10.2014 – 04.2015

- Managed a three person in-house creative team and provided marketing and creative services support for a team of over 50 residential and commercial sales professionals.
- Successfully implemented a cloud-based traffic management system and the Adobe Creative Cloud.
- Effectively managed and tracked over 60 various creative and marketing requests per month. Requests included brochures, direct mail, offering memorandum books, advertisements, websites, email marketing, social media, infographics, signage, photography, cartography, branding, proposals and sales presentations.
- Implemented brand guidelines for Boston Realty Advisors (BRA) and provided oversight and direction of both commercial (BRA) and residential (Advisors Living, MyBostonApartments.com, and BostonLofts.com) brands.
- Discovered an innovative approach to creating property marketing websites which resulted in a 50% reduction in production time and 75% cost savings per site.



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EXPERIENCE
(CONTINUED)

CBRE/New England, Boston, MA

Senior Marketing Project Manager // 01.2004 – 06.2014

- Worked both hands-on and managed a multitude of various print and digital marketing projects to successfully market commercial real estate assets and the services CBRE/New England provides to their clients.
- Provided insight, support and leadership to aid in the development of the CBRE/New England Creative & Analytics in-house agency.
- Initiated and successfully implemented the Adobe Creative Cloud throughout all New England offices.
- Clearly defined and cultivated solid digital marketing and production workflows and processes resulting in increased brand awareness, sales and client satisfaction.

EDUCATION

Central Connecticut State University, New Britain, CT

B.F.A. Graphic/Information Design