

MATT RYBURN

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Overview

Creative & Marketing professional with 17+ years of experience in creating online to in-store branded experiences, product marketing displays/events/packages and new business development. Specializing in creative strategy and execution, integrated campaign creative direction and development, incorporation of engagement technology, budget and staff management and dynamic results

Experience

Brand Environments Director

2016 to Present

TPN – An Omnicom Agency/Dallas, Texas

- TPN is a shopper marketing agency bridging the connection between social media, digital/online and in-store experiences. Clients include: Cricket Wireless, Sam's Club, Bank of America, and Bimbo Bakery
- Merging insights with strategy to offer creative solutions and direction on displays, exhibits, stores, shop-in-shop and digital environments that match with marketing agenda and budget of client, help build brand equity, create unique experiences that emotionally engage consumers.

Creative Director – Design and Marketing

2011 - 2015

Spirit International/Carrollton, Texas

- Spirit International produces an array of retail display/merchandising products and services with manufacturing facilities in the United States and China. Clients include: Volvo, Haggar, JCPenney and Wal-Mart
- Lead creative group in the development and design of displays, environments, graphics and packaging; develop and put into place the long and short-term creative, marketing and communication strategies within budget; research and development of sales strategy and presentations; create and implement company marketing initiatives and materials including press releases, brochures and website design/content; design and manage trade show exhibits and events; implementation and maintenance of corporate and product branding.

Creative Director/Senior Designer

2003 – 2011

Freeman/Dallas, Texas

- Freeman is the largest North American trade show general contractor. Clients include: McDonald's, GE, Coors Brewing, Omni Hotels and NAMM
- Lead creative teams in the development and design of graphics, exhibits/structures and other environments while maintaining branding guidelines of clients; develop client presentations that include animations, drawings and renderings; new product development; develop internal and external marketing themes; conceptual space planning; recruiting.

Senior Designer

2001 – 2003

AD-EX International/Chicago, Illinois

Director of Multimedia/Designer

1998 – 2000

Freeman/Chicago, Illinois

Design and Marketing Manager/Industrial Designer

1996 - 1997

DEK, Inc./St. Charles, Illinois

Education

Rochester Institute of Technology - Rochester, New York

College of Imaging Arts and Sciences

Bachelor of Fine Arts in Industrial Design

Associate of Applied Science in Graphic Design

Concentration in Marketing and Communications

Software

Autodesk 3D Studio and AutoCAD

Adobe Creative Suite (Illustrator, Photoshop, InDesign, Dreamweaver, Premiere)

Microsoft Office (Word, Excel, PowerPoint)

Volunteer Work

Founder/Board Member

Half Steps Music Foundation

<http://www.halfsteps.org>

2010 to present

Half Steps Music Foundation is a nonprofit that reconditions used musical instruments and donates them to organizations for the advancement of performing arts and education.