



CARL MATTISON  
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## sr. art director

5.2000-present  
carrollwhite advertising  
atlanta, ga

OVERSEE. MANAGE. MENTOR. CONCEPT. WRITE. CREATE. DESIGN. DIRECT. SHOOT. IMPLEMENT. PRODUCE. PROOF. PRESS CHECK. CHEERLEAD. ENCOURAGE. On a daily basis, I work with Creative Directors, Account Managers and fellow designers to concept and create successful identity systems, collateral, print campaigns, signage, outdoor, direct mail, interactive design, interior design and layout and many other special projects. What are these? Oh, just ask. Most recently I have worked to re-brand and re-launch our "killer creative" division for those needing less than typical turn arounds and budgets.

Clients include those in real estate, automotive, technology, engineering, rent to own, law, student housing, restaurant, b2b, skincare, banking and more.

I was brought in in early 2000 to not only art direct and design, but assist in creating an open communication between the creative department and account management staff that had not previously existed. I have educated the account management staff in the intricacies of the creative world in order to help make processes more seamless and have managed teams of 10+, worked as interim traffic manager, account manager and creative director.

## sr. art director

1.98-5.2000  
Green advertising  
a division of wpp  
boca raton, fl

Work with ADs and CDs to create successful (yeah, that word again) advertising campaigns for country club, active-adult and family communities in the South Florida area. Focused on corporate/community identity, newspaper/magazine advertising, outdoor, direct mail and brochure/insert design. Directed photoshoots and supervised graphic designers and interns.

## creative director

4.94-1.98  
marketing ink, inc.  
boca raton, fl

Marketing Ink is a graphic design/PR firm whose clients include medical, institutional, non-profit, children's camps, restaurant, fashion and more. Took the art department from one "Art Director" (me) to one AD, two graphic artists and two interns. Created corporate identity, brochures, annual reports, ads, directed photoshoots and even ran over to the client's office to get the checks! Worked with AEs and printers to ensure a quality final product.

## art director

10.90-4.94  
flamingo press  
ft. lauderdale, fl

Worked as my own AE, handling much of the client contact while still finding the time to work with designers and typesetters to create corporate identity, brochures, direct mail and any prep work associated with printing jobs. Oh, and I cleaned and maintained that old stat camera.

- 1990 BS GRAPHIC DESIGN  
The College of St. Rose  
Albany, NY
- 2005 PRINT EXCELLENCE AWARDS  
Best of Category  
Brochure Design  
Insert Design
- 2000 PRISM AWARDS  
Gold Coast Builders Assoc.  
Gold, Logo Design
- 1999 PALM BEACH AD FED  
ADDY AWARDS  
Silver, Full Page Color Ad
- 1999 PRISM AWARDS  
Gold Coast Builders Assoc.  
Gold, Community Brochure  
Gold, Full Page Color  
Newspaper Ad
- 1999 MIAMI AD FED  
ADDY AWARDS  
Silver, Self Promotion
- 89.90 DEAN'S LIST  
The College of St. Rose

