

# Matthew Baum Creative Director

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## *Elevating Creativity to an Executive Level*

### Profile

**Accomplished creative professional** with a proven ability to develop and implement design strategies that support marketing objectives. Has led creative teams from conception to delivery of a wide range of creative mediums including extensive print, outdoor advertising, web, television and stage craft.

**Respected leader**, recognized for his ability to build highly motivated teams focused on excellence in effective communications while achieving revenue goals.

### Experience

**Creative Director, World Harvest Church** Columbus, OH — 2004-2009

*Founded 1984, annual revenue \$65m, 7,500 members, 300,000+ donors*

Directed teams of production artists and project managers in the largest in-house design firm in the city, producing in excess of 1,400 jobs annually comprised of 6,000 components and greater than 8 million direct mail pieces. *Developed and implemented teams to revamp web presence. Worked with these staffs to rebrand entire ministry including the broadcast "Breakthrough with Rod Parsley".*

**Art Director, Clint Brown Ministries** Orlando, FL— 1996-2006

*Founded 1994, annual revenue \$8m, 5,500 member congregation*

Played an integral role from the ministries launch. Served as a creative voice in all things visual, including development of all product packaging, developed retail apparel, direction of all photography. *Orchestrated all marketing and visual communication of local church and outreach ministries, provided set design and direction for concerts and conference events. Consulted on IT services and all technology purchases.*

**Art Director, Church in the Now** Atlanta, GA —1999 - 2000

*Founded 1985, 4,500 member congregation*

Produced branding and communication tools for the ministry, created numerous product packaging, signage and event materials. *Consulted on IT purchasing and intranet development.*

**Production Artist, Uth Stuph** Orlando, FL 1996

*Founded 1993, custom design & apparel imprinter, client base of 10,000+*

Translated customer provided art into camera ready art for silk screen production. *Worked with lead designers to disseminate original art into collateral pieces. Served as sales representative for new clients.*

### Education

**Art Institute, Atlanta, GA**

### Skills

Proficient in Adobe Creative Suite 2, 3 & 4 with better than ten years experience in Adobe Photoshop, Adobe Illustrator, Adobe InDesign, Quark Express. Varied degrees of experience in Adobe Dreamweaver, Adobe Flash and some experience on Apple Final Cut Pro, Avid Composer, Adobe Premiere. Mac OS specialist with 20 years on the platform. Windows savvy. 5 years experience on the Whole Hog platform for lighting design and operation.

### Referrals

<b>Scott Moses</b>	Vectra, 1:1 Marketing Specialists	614.638.1325
<b>Don Corder</b>	COO, World Harvest Church	614.404.0119
<b>Mary Ann Reifenberry</b>	The Baker Press	407.290.5800
<b>Jimmie Mayo</b>	Church In The Now	770.922.5334