

MATTHEW PURCELL

CREATIVE PROFESSIONAL

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SUMMARY

Solution-focused and creative-minded account management and visual communication professional with over a decade of experience leading creative projects from design to implementation. Focused on analyzing complex problems, developing processes, and overseeing end-to-end change management.

SKILLS

Client Relations	Project Planning	Adobe Photoshop	Adobe XD
Team Leadership	Time Management	Adobe Illustrator	Figma
Excellent Communication	Process Improvement	Adobe InDesign	Asana
Critical Thinking	Risk Management	Adobe Acrobat	Monday.com

PROFESSIONAL EXPERIENCE

DIGITAL STRATEGIST/ACCOUNT MANAGER

SEO Design Chicago | Chicago, IL | Feb. 2024 - Present

Developed and implemented comprehensive digital marketing strategies for clients ranging from mid-sized businesses to enterprise-level corporations, focusing on adapting to diverse business needs and collaborating with external partners to drive brand awareness and enhance campaign performance.

- Managed and administered comprehensive digital marketing plans, including campaign development across platforms like Google Ads, Bing, Facebook, etc.
- Contributed to content strategy by refining existing materials and assisting in new content development plans.
- Conducted in-depth industry research to identify best practices and enhance campaign effectiveness for various clients.

WEBSITE DEVELOPMENT ACCOUNT/PROJECT MANAGER

Logical Position | Deer Park, IL | March 2021 - May 2023

Managed a portfolio of between 75 - 100 website development projects and ongoing monthly maintenance requests while meticulously adhering to departmental standards and workflow processes.

- Prioritized project budgets and diligently ensured adherence to timelines, consistently delivering exceptional customer experiences.
- Engaged in client-facing responsibilities, serving as a pivotal link between website designers/developers and various product teams across the organization.

WEBSITE DESIGNER

Logical Position | Deer Park, IL | Dec. 2017 - March 2021

- Worked with clients and Account Managers to develop and sustain creative designs through template-based websites.
- Crafted intuitive and innovative websites with an emphasis on enhancing User Experience (UX) and adhering to contemporary industry best practices.

CREATIVE DIRECTOR

MPurcell Designs | Lakemoor, IL | Jan. 2014 - Dec. 2017

- Conceived and implemented marketing strategies for a diverse array of businesses, spanning from local businesses to nationally renowned corporations.
- Sustained robust business-client relationships by orchestrating comprehensive marketing initiatives across print, signage, website development, direct mail, online advertising, social media, and email marketing campaigns.
- Increased revenue growth for most clients by up to 34% within one year by leveraging expertise in graphic design, website development, and innovative marketing strategies geared toward elevating brand recognition.

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SENIOR GRAPHIC DESIGNER

Williams Lea TAG | Schaumburg, IL | Oct. 2016 - May 2017

- Collaborated closely with Art Directors, fellow Designers, and Account Managers to craft marketing and advertising initiatives for Zurich Insurance North America.
 - Effectively oversaw and delivered on high-demand projects, consistently upholding stringent brand guidelines.
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EDUCATION

BACHELOR OF FINE ARTS - VISUAL COMMUNICATION

Illinois Institute of Art | Schaumburg, IL

CERTIFICATION

FILM/DIGITAL PHOTOGRAPHY AND IMAGE MANIPULATION

Lake County Tech Campus | Grayslake, IL

ACHIEVEMENTS

BEST OF THE MIDWEST

First runner-up for best print advertising campaign of McHenry County, IL

2015