

# **MHS** Matthew Stein

## ACD • CD • ART DIRECTOR

### **contact**

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### **who I am**

I play with crayons and I also make ads. An Art Director who writes. A storyteller that draws. I welcome strategic challenges. I find random childish things in life hilarious. I work hard to make great ideas greater.

### **what I do**

Traditional, Digital & Branding  
Food, Technology  
Consumer Electronics  
CPG, Auto, Retail, HC

### **where I learned**

BFA Advertising Design  
Washington University in St. Louis  
Business Minor  
1993-1997

### **where I've been**

**VP Associate Creative Director** Publicis NY  
Feb 2012-Oct 2016

Cadillac - Point of Sale, Trade Show Materials  
P&G: Cascade & Swiffer - Digital, TV  
Wendy's - TV, OOH, Digital, Radio  
NAPA Auto Parts - TV, launched brand campaign, blown out in merchandise. social & in store  
New Business (Zostovax)

**VP Associate Creative Director** McCann NY  
Apr 2010-Feb 2012

Verizon FiOS - TV, Lead Creative on Print/OOH design, managed all Print/OOH for New York Launch  
Verizon Wireless - Print, National OOH & Creative Director on Commuter Experiential  
Exxon Mobil/Mobil Advanced - Print, Experiential & Marine Rebranding  
Verizon Green Initiative - Creative Lead on Print/Email/Digital creative for global green initiative

**VP Senior Art Director** McCann NY  
Jun 2003-Mar 2010

Verizon Wireless - TV, Print, led OOH design, nationwide OOH efforts  
Verizon FiOS/Broadband - Print, OOH & Experiential  
Avaya - New Business & Print  
Certs, Bertolli, I Can't Believe It's Not Butter - TV, Print & Digital  
Kohl's - TV & Print, Lead Creative on holiday branding and 4 seasons of retail TV spots  
Coca-Cola - Print, American Idol co-sponsor TV  
New Business - Avaya (AWARDED), Lotrel, Bextra

**Art Director** McCann NY  
Aug 1997-May 2003

Lucent Technologies - Print, Experiential, Lead Creative on model making for campaign  
Gateway - Print, OOH, Lead Creative on Business Identity Campaign, Print & Experiential  
Motorola - grew one-off ad into full National Print Campaign  
Renaissance Hotels, MasterCard, Lowe's Home Improvement, Outback Steakhouse - Print & TV  
New Business - Avis (AWARDED)