

MATTHEW HIRSCH

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ABOUT

Performance-driven creative leader with over a decade of experience designing high-conversion marketing assets across video, motion, and interactive formats. Combines strong art direction and design fundamentals with hands-on use of AI generative tools to accelerate ideation and production. Skilled at reading campaign performance data and translating it into iterative creative that builds brand recognition and awareness, while driving results across paid social, e-commerce, and interactive channels.

EXPERIENCE

Creative Marketing Consultant | *Independent* 2015 - Present

- Leads creative and marketing engagements end-to-end, from strategy through delivery, across video, branding, social, interactive, and e-commerce web campaigns
- Designs dynamic, conversion-focused user interfaces and websites on SEO-friendly CMS platforms to build client web presence
- Builds and maintains brand style guides and design systems to keep visual identity consistent across campaigns and channels
- Integrates AI generative tools to accelerate ideation and iterate faster on on-brand video and image assets
- Analyzes user behavior data and campaign performance metrics to guide creative iteration and benchmark client objectives
- Orchestrates strategy, creative, and development teams to deliver intuitive, conversion-focused user experiences, managing collaborators on-site and remote

New Business Development | *The Swifthouse — Philadelphia, PA* 2019 - Present

- Co-founded and scaled a boutique third-party logistics company from the ground up, owning new business acquisition, marketing, and day-to-day operations
- Built and executed marketing strategy across owned and outbound channels, growing the active client base by 423% year-over-year
- Drove new business development efforts, securing \$1MM+ in new client contracts to date
- Lead operations for a team of 12, building the processes and systems behind the company's growth

Art Director | *Invodo — Austin, TX* 2013 - 2016

- Directed product video showcases and motion content for top consumer brands — Verizon, AT&T, T-Mobile, Dell, Best Buy, Home Depot, AutoZone, and L'Oréal — exceeding average view and conversion benchmarks
- Designed and launched interactive kiosk experiences deployed in destination retail stores nationwide
- Led design and production teams from concept through final asset delivery across a high volume of e-commerce campaigns

SKILLS

Video / Motion / Adobe Creative Suite AI - Assisted Creative Production
UI / UX & Visual Design Systems Interactive & E-Commerce Experiences
HTML / CSS / JAVASCRIPT Campaign & Behavioral Data Analysis

EDUCATION

Hofstra University — Hempstead, NY

B.B.A., Marketing, 2005 | B.F.A. Design, coursework | Tau Kappa Epsilon (Treasurer, Historian)

Art Institute of Philadelphia — Philadelphia, PA

B.S., Web Design & Interactive Media, 2009 | Dean's List | Multiple "Best of Quarter" awards
Function{} Web Design Club (Inaugural Member)