

# MATT LOEHRER

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**SKILLS** Art Direction | Design | Illustration | Concepting | Hand Drawing/Storyboarding | Video Direction

**CLIENTS** Elanco, Tyson, Sprint, W. M. Barr, Spyder Tools, Goodbelly, Free State, Hyatt, Minnesota Vikings, Great Wolf Lodge, Rubio's, Dickey's BBQ, Perkins, Chick-fil-A, Sonic, Old Spaghetti Factory, Sprint

**PARTNERS** DEG, Spirit!, Look East, Bernstein-Rein, Callahan, Toyota CAPS, EXL, Jewish Federation of Greater KC

**EXPERIENCE** **CD/AD/Jack of all Trades • FREELANCE, Olathe, KS •** You name it, I do it | Sept. 2017-Present

- Kansas Corn social media campaign development and execution
- Website creation for Culligan, College Board, Burkhart Law, DampRid, Goof Off
- Email campaign development for Gold's Gym, the Gap UK, Old Republic Title, GameStop
- New business pitches for Blue Mountain Arts, KFC, Audi, Lockton, Five Below, Kohl's
- Logo development for Savvr, High Socks for Hope, KC Adoption Home Studies, Pink Tails Aviation

**Senior Art Director • CALLAHAN CREEK, Lawrence, KS •** Brand Strategy | Oct. 2014-Sept. 2017

- Campaign concept development for Elanco Trifexis and Cheristin, creative execution of video, website, email, social media and collateral,
- Lead creative for the Tyson Nudges Dog Treats campaign, developing creative strategy, look & feel, brand standards and tactics for the brand (video, email, facebook, online digital display, photography and print)
- Creative conceptual and storyboard/animations artist for Tyson, Elanco/Trifexis, W. M. Barr
- Creative lead for Sprint consumer-facing campaign (concepting, video, email/web and illustration)
- Lead illustrator for agency projects requiring custom illustration

**Senior Art Director • C4 FAMILY MARKETING, Leawood, KS •** Restaurant Marketing | Jan. 2010-June 2015

- Design, illustrate and direct creative for more than a dozen clients
- Manage and art direct team of external freelancers
- Plan and execute new business presentation materials

**Art Director • ZILLNER MARKETING, Lenexa, KS •** Senior Marketing | Aug. 2012-Sept. 2014

- Develop branding, strategy and tactics for senior living communities
- Execute ad campaigns, collateral and direct mail and present creative to clients
- Develop RFPs and custom presentations for new business pitches
- Direct external designers and copy writers
- Coordinate and art direct photo shoots

**Art Director • C3, Overland Park, KS •** Restaurant Marketing | Oct. 2004-July 2012

- Managed, mentored, instructed and directed design and account-side colleagues in brand strategy, processes, production and creative execution
- Art directed top-ten clients, developed program strategy, presented tactical recommendations
- Wrote and edited copy for internal and client-facing projects
- Designed and illustrated presentations, premiums and collateral (including printed pieces, books, plush and 3D toys, advertisements, point-of-purchase, FSIs and digital components)
- Acted as design liaison for in-house research department, developed research tactics

**Designer • SMH/TVH, Olathe, KS •** Industrial Marketing | Nov. 1997-Sept. 2004

**Designer • INPRO/SEAL COMPANY, Rock Island, IL •** Industrial Marketing • June 1995-Aug. 1997

**EDUCATION** IOWA STATE UNIVERSITY • Ames, Iowa • B.A. Advertising (1995)

## REFERENCES

### **Tug McTighe**

Executive Creative Director

DEG

[tugmctighe@gmail.com](mailto:tugmctighe@gmail.com)

### **Jennifer Loper**

President

C3/Creative Consumer Concepts

[jloper@c3mail.com](mailto:jloper@c3mail.com)

### **Chris Evans**

Executive Creative Director

Spirit Marketing

[cevans@hellospiritmail.com](mailto:cevans@hellospiritmail.com)

### **Jane Blumenthal Martin**

Marketing Director

Hyman Brand Hebrew Academy

[jmartin@hbha.edu](mailto:jmartin@hbha.edu)

### **Jon McDonald**

Director of Digital and Creative Services

Look East

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