

Matthew Coppola

Creative Director

matthewcoppolacreative.com

A creative person my whole life and in the business for 30 years. I love to create. Driven to develop amazing visuals, content and programs that will resonate and engage with people. Building those connections between a brand and it's consumer.

I'm passionate about what I do, but more so who I do it with. A leader who inspires and motivates his team and peers. I love sharing my knowledge with growing creatives to bring out their best through feedback, coaching and direction.

about my strengths

- Natural leader
- Excellent communication skills
- Accomplished presenter
- Motivator
- Conceptual thinker
- Builder of teams
- Teacher & mentor
- Design direction
- Client interaction
- Content development
- People skills
- On set director
- Discovered & hired talent
- Very funny

Adobe CC

Photoshop • Illustrator • Keynote • InDesign • Premier • Powerpoint

about my career

Creative Director VMLYR Commerce, NYC 3/22- 12/23

Creative direction, concept and design work for GSK/HALEON. Worked on national, brand and retail programs across the portfolio of over the counter the healthcare products. (Advil, Emergen C, Tums, Excedrin, Robitussin etc) Concept to execution.

Freelance Creative Director Momentum, Atl GA 8/21- 2/22

Creative direction, concept and design work for brands such as Coca-Cola, Sommersby Cider, Smart Water, Brooklyn Pilsner, Minute Maid and Pringles.

Creative Director Tracylocke, Wilton CT. 2/04 - 11/20

- Directed both large and small teams of talented designers and writers.
- Developed award winning creative, engaging content and brand building promotions for national and regional campaigns.
- Collaborated with strategy, account and studio on all jobs.
- High volume, fast-paced work environment with demanding accounts and clients.

Headed creative across multiple Pepsi businesses including:

Pepsi Divisions

Regional work for the NFL, MLB, NHL and NBA. Retail, food service, college & universities. Including: Concept, design direction, content creation, photo shoots, on set director, brand to retail, social media, digital, mobile, new business pitches, renewal pitches.

Pepsi Sports

Developed Pepsi's national and regional campaigns for the NFL, MLB, NHL and NBA Including: Super Bowl promotions, city takeovers, half time show engagement, marketing tool kits. Lead on photo shoots and content development. Worked closely with pro athletes on brand building and marketing.

Pepsi Shopper Marketing

Developed promotional and marketing campaigns for Pepsi across national and regional key accounts like Walmart, Target, Kroger, Family Dollar and Safeway to name a few.

B.A. degree in graphic design Southern Connecticut State University 94

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