

# Matt Abrams

## MARKETING COMMUNICATIONS MANAGER

San Francisco, CA  
C: (415) 370-3323

[matt@matt-abrams.com](mailto:matt@matt-abrams.com) • [www.matt-abrams.com](http://www.matt-abrams.com)

---

### PROFESSIONAL PROFILE

14-year record of success in design, marketing, and communications. Equally successful as a sole contributor or leading a team. Rare blend of experience in graphic design, web development, strategic marketing, and internal communications. Consistently exceeds expectations, driving revenue and profit growth through effective branding and marketing. Known as a creative, hard-working, results-focused professional with a record of building and maintaining positive client and colleague relationships.

*Expertise includes:*

- Creative & Art Direction
  - Branding/Repositioning
  - Web UI Design and Coding
  - Sales/Marketing Collateral
  - E-Marketing/Direct Mail
  - Lead Generation Programs
  - Trade Shows/Event Planning
  - Internal Communications
  - Communications Strategy
  - Full Design Life Cycle
  - Team & Project Management
  - Budget Management
- 

### RELATED EXPERIENCE

ABRAMSDESIGN, San Francisco, CA, 2001 – Present

#### Graphic Designer/Production Artist/Photographer

Developed artistic concepts and strategic layouts for web sites, HTML emails, print ads, marketing materials, client identities. Built loyal relationships with key clients, including Palo Alto Networks, Hitachi, 3Marketeters, Nicira Networks, Doremus and Co., Nimble Storage, Mixed Bag Designs and Sotheby's International Reality. Established successful design consultancy with a track record of generating repeat and referral business.

- Provided exceptional level of service by working to understand clients' needs and delivering high quality designs on time and within budget.

BLUE LANE TECHNOLOGIES INC., Cupertino, CA, 2007 – 2008

#### Senior Marketing Communication Manager

Served as 'right-hand' to VP of Marketing within start-up network security company. Spearheaded advertising campaigns, tradeshow marketing, and web strategy. Managed design and production of offline and online marketing materials. Played key role in turnaround that enabled the owners to execute their exit strategy and sell the technology to a competitor.

- Worked alongside VP to orchestrate complete re-branding and repositioning of the company's network security products – this re-branding was the foundation of the financial turnaround.
- Drove revenue increase through new PR and marketing strategy – redesigned all marketing collateral, updated website, designed new direct mail packages, and generated significant positive media coverage.
- Revamped outdated website, saving tens of thousand of dollars by coding the site in-house.
- Played key role in transforming the image of the marketing department, earning respect for quality and quantity of work produced, and for observable impact on revenues.

SOLETRON CORPORATION (FLEXTRONICS), Milpitas, CA, 2007

#### Marketing Communication Manager

Led development of marketing collateral for \$16 billion EMS company with divisions in 20 countries, managing multiple external agencies. Company had just been acquired and was going through period of great change. The position had been vacant for some time, resulting in a backlog of work.

- Quickly caught up with backlog - including 5 case studies, 2 solution briefs and 5 white papers - while also creating communication materials in 16 languages for post-merger integration
- Stepped in at short notice to lead communication effort for major corporate celebration attended or viewed by over 40,000 employees. Oversaw production of print materials and videos; coordinated keynote presentation.
- Created brand consistency by leading design and production of corporate style guide along with photo/video guidelines. Organized and expanded the photo and video archives.

BREAKAWAY SOLUTIONS, Redwood City, CA, 2000 – 2001

**Interface Designer**

Created UI designs for clients, engaging in research, fact-finding meetings, hand sketches, digital mock-ups, design reviews, graphic slicing and optimization, site production, and style guide development. Met top quality standards for high profile organizations. Managed overall Web design projects serving as site organizer, usability expert, UI designer, and Web producer.

- Spearheaded 4 large, client-driven design projects and created UI for company's Intranet.
- Sustained high customer satisfaction levels due to increased brand recognition and revenue growth.
- Readily transitioned print design into Web design skills by completing courses on HTML, Web design, usability, and Java as well as training in UI design during first month of employment.

ACCOLADE INC. / INFOGRAMES NORTH AMERICA INC., San Jose, CA, 1996 – 2000

**Senior Graphic Designer**

Drove a full scope of graphic design and production efforts, personally creating packaging, advertisements, sell sheets, product catalogs, Web graphics, on-screen presentations, stand-up displays, trade show graphics, and marketing collateral. Oversaw and approved work of 1 to 2 contractors simultaneously with direct accountability for half of all packaging, print ads, and marketing collateral.

- Proved that high-priced packaging and print ad designs could be tackled in house without loss of design quality, saving up to \$750,000 per year.
- Conceived and produced packaging, ads, and marketing collateral for many top-selling Sony PlayStation, Sega Dreamcast, Nintendo 64, Nintendo Game Boy Color, and Personal Computer video games.
- Member of 2-person design team creating 4 full packaging designs (box, manual, CD label, inserts) and 3 print ads by working 16-hour days for several weeks to meet deadlines.

---

**ADDITIONAL EXPERIENCE**

CLARIA CORPORATION, Redwood City, CA, 2006 – 2007

**QA Engineer**

Approved quality of embedded Web-based applications. Pinpointed bug locations, logged and tracked bug reports, and performed regression testing prior to code release.

- Dramatically increased programmers' productivity by heightening speed and thoroughness of client application testing, thus shortening lengthy release schedules.

EB GAMES/GAMESTOP, San Francisco, CA, 2003 – 2006

**Store Manager**

Piloted retail store operations, producing over \$1 million in sales annually. Built and led a highly effective sales team of 7 associates. Volunteered for new store in low income, non-English speaking neighborhood.

- Achieved #1 district and regional rankings by building a top-performing, well-trained sales team. Propelled store to top 3% in entire chain by applying effective marketing and sales strategies.

---

**EDUCATION & PROFILE**

**B.A., Art and Design**, UNIVERSITY OF CALIFORNIA, Santa Cruz (1996)

*University of California Extension Program:*

Completed entire series of Adobe Illustrator and QuarkXPress classes; 1997 to 1999

Completed Typography, Technical Illustration, and Print Production classes; 1997 to 1999

Member of National Association of Photoshop Professionals (NAPP)

Technical Skills:

- Expert in Photoshop, Illustrator, QuarkXPress, and InDesign
- Familiar with Flash, Dreamweaver, HTML, CSS, XHTML, PHP