

Mathew Benoit

PHONE

320-291-3182

EMAIL

mathew.benoit@gmail.com

DESIGN PORTFOLIO

www.mathewbenoit.com

EDUCATION

BFA – GRAPHIC DESIGN

St. Cloud State University 2011 TO 2015

GRADUATED CUM LAUDE

EXPERIENCE & SKILLS

ADOBE CREATIVE SUITE

PROJECT MANAGEMENT

DSLR DIGITAL PHOTOGRAPHY & EDITING

CREATIVE DIRECTION & COPY WRITING

PRINT PRODUCTION

EMAIL MARKETING & CRM

BRAND IDENTITY CREATION & STRATEGY

MARKETING & ADVERTISING CAMPAIGNS

STUDIO PHOTOGRAPHY & LIGHTING SCENES

VIDEOGRAPHY | SHOOTING & EDITING

WEB DESIGN

PRESENTATION DESIGN

SOCIAL MEDIA MARKETING

DATA DRIVEN STRATEGIC MARKETING

GOOGLE ANALYTICS & ADWORDS

SEO & SEM PRINCIPLES AND APPLICATION

EMPLOYMENT HISTORY

Vinocopia Inc.

Marketing Manager 1/2020 – PRESENT

Senior Graphic Designer 1/2017 – 1/2020

Graphic Designer 8/2016 – 1/2017

Graphic Designer Intern 10/2015 – 8/2016

Lead a small team of marketing and sales support staff

Worked closely with Sales and Brand Managers, Reported to VP of Operations

Created a new brand marketing strategy and implemented on over 350 brands

Drove and maintained consistent sales growth each consecutive year

Worked with both National and Regional Brands to create consistent brand identities

Coordinated and executed marketing campaigns tracking specific KPI's

A'bulae Event Venue

Event Design Specialist 10/2015 – 8/2016

Created custom event graphics for display, up to 3-4 events worked each week

Responsible for custom website design for each wedding

Ensured working sound, image, and slideshow functions throughout events

LGBT Resource Center

Graphic Design Intern 12/2014 – 5/2015

Created Logos, promotional materials, and managed social media materials

Worked in an on-campus setting closely with the Director of the Center

Grew event participation by around 25% from previous year

Raised awareness and recognition of the center on campus

St. Cloud Hospital

Nutrition Associate/Designer 7/2013 – 8/2015

Started as Nutrition Associate, then added to graphics/admin team first month

Created presentations and videos showcasing department

Won several video competitions against other Morrison Nutrition accounts