

MATTHEW BELSON

FOUNDER & CREATIVE DIRECTOR

CONTACT

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EDUCATION

BACHELOR'S IN GRAPHIC DESIGN
 Fashion Institute of Technology

MINOR IN ART HISTORY
 Fashion Institute of Technology

GRAPHIC DESIGN
 Eastern Suffolk BOCES

AWARDS

2nd PLACE
ADVERTISEMENT DESIGN
 SkillsUSA – 2017

ACCOMPLISHMENTS

Worked with a Grammy Award
 Winning artist, **Nicole Zuraitis**.

EXPERIENCE

CREATIVE DIRECTOR

HuksefluxUSA | June 2022 – Present

Responsibilities include Graphic Design, SEO/SEM, IT Direction, Marketing, Advertising, CRM Implementation, and Project Management.

- Conducts project management from concept to completion utilizing Asana.
- Designs and develops engaging multimedia using the Adobe Creative Suite for advertising and marketing.
- Monitors analytics with SEMRush and Google Analytics to optimize SEO content.
- Grew organic traffic by over 3,000% in 4 months.
- Setup a WLAN, phone system, and security system including cameras for office.
- Setup and used HubSpot as the CRM of choice.

FOUNDER

Digital Metas | 2015 – Present

Helping build brands that Resonate, Connect, and Evolve.

- Provides brand strategy and marketing strategy to increase brand awareness and drive sales.
- Uses creative problem-solving and trend analysis to create new trends.
- Conducted campaign development to assist in product launches and branding initiatives. Has increased brand engagement over 100%.
- Website design and development using Figma, Adobe XD, and WordPress.
- Maintained client relations with presentation and communication skills.
- Performed cross-functional collaboration with different teams.
- Taught individuals with mentoring.

CREATIVE DIRECTOR

Ecological Culture Initiative | February 2023 – February 2024

- Develops and executes social media strategies to increase engagement and brand awareness.
- Designs and creates visually appealing digital content for social platforms.
- Collaborates with team members to ensure consistency in branding and messaging.

GRAPHIC DESIGNER

Dead on Design | January 2022 – April 2022 (Contracted)

- Website design and wireframes utilizing Adobe XD, Figma, and Squarespace.
- Social media content creation including reels.

GRAPHIC DESIGNER

CHIFFERT Engineering | September 2019 – May 2021

- Worked with real estate agents to create stunning digital and print graphics to communicate messages and showcase properties.