

Resume

Stuart Matthews

Experience. The Difference.

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Background

Highly proficient in the planning, creation and management of local, provincial and national campaigns, utilizing all media

Stuart is a graduate in Marketing from the Financial Institute of Canada; The Credit Union Central of Manitoba - Management Program - Marketing Diploma; and the Grant MacEwan Community College, Arts & Cultural Marketing Program Certificate.

His career has encompassed all aspects of marketing and advertising from strategic business planning and marketing research to media buying and direct marketing, to writing, creative and art direction. A true 'marketing generalist' - a problem-solver with a deep understanding of the importance of the sales process and branding.

He has been responsible for ad budgets of several million dollars for local, provincial and national Canadian campaigns - including creative development, utilizing all media. Stuart has enjoyed a nine year career in website copywriting, development and usability.

Formerly marketing manager and creative director for a Canadian national retailer, and consultant to the University of Alberta, (Faculties of Medicine, Development, Extension and Law), and The City of Edmonton. Stuart's wide-ranging marketing and consultancy experience also includes banking, universities, cities and municipalities, retail businesses and associations.

Stuart has many years hiring and supervising creative and production resources, including advertising agencies, photographers, illustrators, copywriters, printing firms, and radio/TV production houses.

He is possibly the definition of a 'marketing generalist': during the course of his career he attained senior positions:

- * Art Director
- * Creative Director
- * Copy Chief
- * Advertising Manager
- * Marketing Manager

In a variety of industries:

- * 12 years - Provincial & National Retailers
- * 6 years - Credit Unions (banking)
- * 6 years - Universities
- * 5 years - Ad Agencies
- * 4 years - Political Parties
- * 3 years - Publishers
- * 2 years - Colleges
- * 2 years - Cities and Municipalities

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Employer Highlights

2005 - 2006

VKI STUDIOS INC

Web Usability & Marketing Analyst and Copywriter

Vancouver, BC

Website usability and web copy-writing for a variety of clients. Industries include transportation, health, tourism and beauty. Re-wrote the company website and provided marketing consultation to re-position the company. Team Leader of designers and programmers on specific client websites.

1997 - 1999

Trader Publications / Trader Media

Marketing Manager, Design and Creative Director, western Canada

Edmonton, Alberta

Responsible for creating and managing all communications and sales support materials for 36 auto and home-related magazines in western Canada. Worked directly with six sales managers, distribution manager and senior sales staff in the planning, design and execution of marketing programs. Six million dollar marketing budget. All media utilized. Team Leader of the first AutoTrader.com national website.

1992 - 1996

Multi-Tech Warehouse Direct Inc.

Marketing Manager, Art/Creative Director, Canada

Edmonton, Alberta

Fifty-five stores coast-to-coast, \$33 million years retail electronics sales, \$5 million marketing budget. Sales rose an average of 14% yearly.

Greatest accomplishment: Lead the team of senior managers and industrial psychologists to devise a new staff recruitment process. Over a one and half year period some 200 staff were hired through the new screening process. At the end of the first year, sales rose 24% above normal.

- Customer and marketing research
- Creative Development (wrote all campaigns/all media)
- Media Buying
- Lead national marketing meetings to ensure effective sales/marketing cohesion
- Wrote the yearly marketing plan
- Re-designed company logo, store interiors and all POP
- Member of the Senior Management Team, reporting to the CEO

1989- 1991

Hudson's Bay Company, Western Region

Creative Director (Copy Chief)

Edmonton, Alberta

Developed creative and promotional strategies for all departments. Print and radio. Supervised three staff writers. Retail, promotion and corporate writing. Re-organized the production department. Reported to the advertising manager, western Canada.

Education

2002 - Grant MacEwan College - Arts & Cultural Marketing Program, Certificate

1985-87 - Financial Institute of Canada - Marketing Diploma

1981-82 - Credit Union Central of Manitoba - Management Program - Marketing Diploma

Plus numerous workshops and seminars on marketing, mass communications and design.

Awards

Advertising Club of Edmonton - Best of Show - Interactive (website) - Gold Award, Design:
<http://www.industrialheartland.com/>

Alberta Economic Development Corporation (AEDC) - Alberta Government Promotional Materials Design Award Competition - Superior Standing. In association with Calder Bateman Communications

The Annual Report Competition - New York, USA - Gold Medal, Design

SAM Advertising Awards - Best TV Commercial, Institutional

Advertising Club of Edmonton - Gold - Corporate Identity; Gold - Print Ad; Silver - Brochure; Merit - Logo

Alberta Motion Picture Industry Association (AMPIA) - 15th Annual Awards Competition - BEST TV Commercial

Credit Union Executives Society, USA - 2nd Place - Copywriting, North America-wide competition

Radio Bureau of Canada - national - Radio commercial - Silver Award

Winnipeg Art Directors Club - Silver Award - packaging

Projects

Athabasca On-Line University - Advised IT about Branding, Website enhancement, and building an interactive on-line 'student community'.

University of Alberta - Faculty of Extension - Law Now Magazine - Advised the Executive Director and editorial staff on how to start charging for advertising in their magazine. Wrote all sales materials, media kit and established ad rates.

University of Alberta - Faculty of Medicine and Development Office in partnership with **University of Alberta Hospitals** - Wrote and project managed all 75th Faculty of Medicine Anniversary fundraising development print materials.

Alberta Blue Cross - Writing - 2 Annual Reports

Alberta Economic Development - Alberta Government - Industrial Heartland - Writing, researching, editing; website creative director. Inviting new business to move to Alberta Heartland area.

Telus Alberta Ltd. - Asked by the Alberta Yellow Pages™ Sales Manager to develop a sales strategy in concert with the sales team, and wrote all related materials to market The Talking Yellow Pages™ concept.

Orissa Software Inc. - Paribus Corporation - Branding, logo design.

City of Edmonton: Over a five year period: The Mayor's Office & Edmonton Corporate Affairs - Worked with the senior city coordinators, Communications Manager, Mayor's Office and eleven departments.

Libraries Association of Alberta - Wrote a provincial PR campaign involving print ads, radio and TV spots.

Green Party of British Columbia and Vancouver - Creation of election materials, designed new Green Party logo, consultant to the provincial IT Committee

Lehndorff Homes Ltd. - Wrote and art directed two direct mail campaigns to both sell a new development, and inform current residents about all the community amenities available to them.

Magnum Distributors Inc., Vancouver, BC - DESIGN - Stationery, packaging, logo design, point of sale and website.

Shiatsu Massage Company - Last 7 years provided ongoing consultation and design/art services for print and website. Vancouver, BC

Shiatsu Therapy Association of British Columbia - Logo design

Alberta Trades Nursery Association - Managed & Judged Provincial Association Retailer Ad Contest

Canadian Federation of Grocers - Concept development, writing, editing, project manager for multiple, die-cut, 4-colour conferences sales collateral, signage and on-site theme decoration.

National Distribution Alliance (now Trader Distribution Services) - Owned by Trader Media. Working with the Distribution Manager, I researched, wrote and designed all sales materials. Results included securing major distribution channels for Trader Publications including Safeway, 7-11 and dozens of other retailers across Canada.

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Community

Stuart has contributed thousands of hours of volunteering within the political and fine arts communities.

He has donated time and services to the **BC NDP Party** helping the North Vancouver federal candidate with 2008 election messaging, producing videos, editing and building/maintaining the candidate's website/blog.

Stuart spent six years on the Board and eventually managed **Latitude 53 Society and Art Gallery** for three years. Received a Lifetime Membership for contributions made. The Society recently celebrated its 36th Anniversary of continuous operation.

Stuart was a member of the **Green Party of Vancouver** in 2004/05 and has served on its executive. He has assisted with projects for the Deputy Leader, Green Party of Canada.

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