

# MATTHEW STEINBERG

DESIGNER  
ART DIRECTOR  
CARTOGRAPHER

RURAL FREE DELIVERY ADDRESS  
10 LONGS LANE CORFU N.Y. 14036

VILLAGE TELEPHONE NO  
585 599 4507

CITY TELEPHONE NO  
716 852 0511

ELECTRIC MAIL ADDRESS  
MATT@QUACKENSTEIN.COM

ELECTRIC SITE ADDRESS  
WWW.QUACKENSTEIN.COM

CAREER GOAL		PROFESSIONAL EXPERIENCE (CONT'D)	
<p><i>Creative services department manager with staff supervisory responsibility on an upper management career track.</i></p>		<p>MAR 1996 TO JULY 1999</p>	<p><b>LANDMARK DIRECT CORPORATION</b> 500 Fillmore Avenue Tonawanda, New York 14203 GRAPHIC DESIGNER</p>
<p><b>TRAINING</b></p>		<p>DEC 1995</p>	<p>Design and produce direct marketing materials, including → Four full color; quarterly catalogs, 64 - 160 pages each → Direct mail and catalog advertisements and flyers Design and produce packaging and product art. Oversee freelancers, work directly with pre-press firms, photographers, printers and other outside vendors.</p>
<p>DEC 1995</p>	<p><b>BUFFALO STATE COLLEGE</b> 1300 Elmwood Avenue Buffalo, New York 14222 716 878 6032 BACHELOR OF FINE ARTS IN GRAPHIC DESIGN, MAGNA CUM LAUDE</p>	<p>SEPT 1995 TO DEC 1995</p>	<p><b>MITCHELL DETINE &amp; PARTNERS</b> 688 Delaware Avenue Buffalo, New York 14209 STUDENT INTERN</p>
<p><b>PROFESSIONAL EXPERIENCE</b></p>		<p>JULY 1999 TO NOW</p>	<p>Assisted Senior Art Director and Creative Director in design and production of advertising campaigns, logos, newsletters and holiday cards.</p>
<p>JULY 1999 TO NOW</p>	<p><b>BUFFALO NIAGARA CONVENTION &amp; VISITORS BUREAU</b> 617 Main Street, Suite 200 Buffalo, New York 14203 716 852 0511 CREATIVE SERVICES MANAGER</p>	<p><b>AWARDS</b></p>	
<p>Design and produce all marketing materials, including: → Consumer and trade publication advertising → Tourism, convention sales and in-house publications (visitor guides, annual reports, newsletters, etc.) → Sales collateral materials (invitations, posters, maps, guides, etc.) → Online marketing (both CVB websites, microsites, e-mail campaigns and podcasts) → Direct mail pieces → Retail Buffalo-themed merchandise → Convention and meeting signage → Tradeshow displays and graphics Coordinate all creative services projects. Make all printing, signage, display and Macintosh software and hardware purchases. Collaborate with executive management on marketing strategies and schedules. Hire and manage freelance designers, photographers, illustrators, printers and web developers and maintain computer hardware.</p>		<p>Web Marketing Association <i>Best Regional Website, 2002</i> Infotech Niagara <i>Best Online, 2003</i> Advertising Club of Buffalo <i>ADDY silver award, 2006</i></p>	
		<p><b>ELECTRONIC SKILLS</b></p>	
		<p>Adobe Illustrator * Adobe InDesign * Adobe Photoshop Quark XPress * Macromedia Dreamweaver Macintosh OSX * Macromedia Fireworks Macromedia Freehand * Microsoft Office * TypeStyler</p>	
		<p><b>PROFESSIONAL AFFILIATIONS</b></p>	
		<p>1994 TO NOW</p>	<p><b>ADVERTISING CLUB OF BUFFALO</b> Board member, 1998 - 2000, 2003 - present Executive secretary, 2004 - 2005 Vice-president, 2005 - 2006 President, 2006 - 2007</p>