



**KATELIN MATON**  
ART DIRECTOR/DESIGNER

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## MY EDUCATION

### COLLEGE FOR CREATIVE STUDIES

BFA in Advertising Design | 2012-2017

## MY EXPERIENCE

### ART DIRECTOR

August 2019 - Present

### SMZ ADVERTISING

Troy, MI.

Ideate and execute full digital/social and print campaigns for the Detroit Zoo, Smoothie King, Detroit Metro Convention & Visitors Bureau, Michigan Lottery, Comerica and Broadway in Detroit.

### FREELANCE ART DIRECTOR

June 2019 - August 2019

### LEO BURNETT

Troy, MI.

Brainstormed and executed social content for ACDelco brand and updated print collateral.

### ART DIRECTOR/DESIGNER

September 2017 - April 2019

### ORGANIC, INC.

Troy, MI.

Brainstormed and executed social content, campaigns, print, OLA and website experience for Depend, Poise, Art Van Furniture and Kaufman Institute.

### CREATIVE INTERN

June 2017 - August 2017

### SOCIETY (IPG MEDIA BRANDS)

Birmingham, MI.

Executed designs for Ram, Jeep, and Fiat social media posts. Executed banner ads, posts, and presentations for FCA and the National Association of Realtors.

### FREELANCE DESIGNER

March 2017 - June 2017

### MARITZ MOTIVATION SOLUTIONS

Southfield, MI.

Worked as an InDesign Specialist to layout type and imagery to design the GM Fleet 2018 guide for both the U.S. and Canada.

### ART DIRECTOR INTERN

Sept. 2015 - Dec. 2016

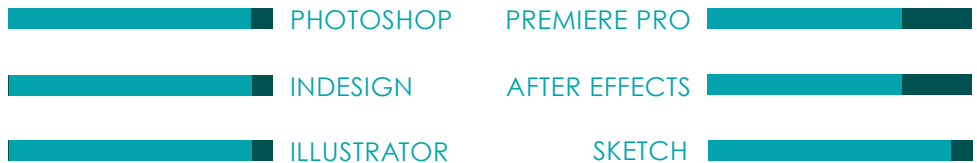
### CROSS STITCH CREATIVE

Powered by  
The Mars Agency

Detroit, MI. // Southfield, MI.

Came up with fresh, new ideas for new business pitches and The Mars Agency's current clients. Brands: Hershey's, Goldfish, Irish Spring, Walmart and The Soulfull Project.

## MY SKILLSET



## MY ACCOMPLISHMENTS

2016 D Show Award

2016 DeNeatra Love Scholarship

2016 Telly Awards Bronze

2014 - 2016 Deans Award Scholarship

2016 American Advertising Gold Award

2012 - 2017 CCS Scholarship

## WHAT I LOVE

