

Matthew Tackaberry

LinkedIn: <https://www.linkedin.com/in/mtackaberry>

Portfolio: <https://matttackaberry.wixsite.com/website>

952.221.1644 matt.tackaberry@gmail.com

QUALIFICATIONS PROFILE

Highly creative and multitalented **Graphic and Multimedia Designer** with over ten years of technical skills. Ability to handle multiple projects from concept to completion possessing strong written and verbal communication, analytical, and problem-solving skills. Able to manage projects, processes, and data collection while being able to prioritize as well as regulate diverse assignments. Additionally allows for critiquing with peers for further refinement and quality. *Creative experience in the following:*

PHOTOGRAPHY

- Retouching
- Manipulation and compositing
- Restoration
- Exposures and bracketing
- Aperture and shutter priority

MULTIMEDIA

- Videography
- Video editing
- HTML, CSS
- Online Ticketing
- Mobile App

PRINT

- Adherence to brand identity
- Mock-up presentations
- Private label and branded packaging
- Global sizing and layout
- Design and development

PROFESSIONAL EXPERIENCE

Elko Speedway, Elko, MN, March 2016 - November 2020

Multimedia Manager

Leader in the application of all design and marketing collateral from print to digital presence. Supporting daily operation, marketing campaigns, and event implementation of the Speedway, Drive-in, and Ryan Companies. Applied knowledge in the creation of posters, banners, signage and all customer-facing media. Developed and applied skills in the creation and execution of a mobile app, website, social media content/management, and email correspondence. As well as on-site track management tasks, IT, online/mobile ticket sales, videography, photography, sponsorship sales, and relations.

Key Achievements:

- *Managing 8 social media channels, daily posting schedule and content creation*
- *Developed, analyzed and applied a track mobile app for customers*
- *Researched and implemented online ticket sales and on-site ticket scanning.*
- *Ability to manage and organize a multitude of tasks and skills from different fields enabling all aspects of the track to function smoothly.*

Broadway Equipment Company, Minneapolis, MN, May 2015 - March 2016

Lead Marketing Designer

Tasked with designing and developing both digital and printed collateral in support for sales and marketing efforts of Broadway Equipment Company car wash systems and polishers. Utilizing printing knowledge applied to quarterly OEM promos in sales brochures as well as user interface and multimedia application to tradeshow touchscreen displays.

Key Achievements:

- *Upgraded and strengthened UI for tradeshow touchscreen displays and iPads*
- *Bolstered and adhered to brand identity as applied to all printing and digital avenues*
- *Ability to learn and exceed with new programs and techniques*

Continued...

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RBC - Global Asset Management, Minneapolis, MN, May 2014 - Nov. 2014

Marketing Service Specialist

Assigned with updating key firm sales pitchbooks while verifying the quality and consistency of numbers and data. Responsible for internal/external marketing e-mail HTML communications and design. Tasked with inventory and organization of promo items. Photo manipulation for strategic printed material and designing of trade show collateral and booths. Data logging of marketing work history and legally filed materials.

Key Achievements:

- *Enhanced and upgraded HTML e-mail template design and delivery*
- *A Consistent input of quarterly metrics to ensure data accuracy on business collateral*
- *Established point person for photo manipulation and adjustment*

Apothecary Products, Inc., Burnsville, MN, June 2011 - May 2014

Graphic Designer

Key Achievements:

- *Displayed strength in a team role as well as managing interdepartmental relationships with ease*
- *Successfully application of Rexall brand to memory pac cards for tight program roll-out*
- *Consistently shows the ability to create and organize multiple projects through to completion*
- *Organized the purchase of new photography equipment and maintenance of programs*

Apothecary Products, Inc., Burnsville, MN, Sept. 2007 - June 2011

Prepress Specialist

EDUCATIONAL BACKGROUND

Bachelor of Fine Arts in Multimedia Design, 2007

UNIVERSITY OF WISCONSIN STOUT POLYTECHNIC, Menomonie, Wisconsin

TECHNICAL EXPERIENCE

<i>Platforms:</i>	Mac OS Catalina, Windows 10
<i>Applications:</i>	Adobe Creative Cloud: (Adobe Photoshop, Illustrator, InDesign, Flash, Dreamweaver, Bridge, After Effects); Wordpress, Mailchimp, Hootsuite, Linea-Pro Laser scanners, Focus P.O.S. system, Intuilab Intuiface, FlipPDF, InFocus BigTouch, Microsoft Office Suite (Word, Excel, Powerpoint, Outlook); Graphtec Plotter Cutter FC2250-120, Cutting Master 2; Apple Aperture/ Photos, Apple Final Cut Pro; Adobe Premiere Pro; Canon Camera, Canon Digital Photo Professional, EOS utility; Steadicam; DJI, GoPro.
<i>Production:</i>	4 color process/spot Pantone matching, press proofing and drawdowns, Konica Minolta Bizhub Press C8000, Xerox 570 Digital Press, Graphtec Plotter Cutter, flexographic printing, photopolymer plate printing, offset printing, plate image setting, pad printing, Kelleigh flexo and image setting station, chemical film developing, screen printing, ISO:9001:2008
<i>Social:</i>	Facebook, Instagram, Twitter, Snapchat

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EDUCATIONAL BACKGROUND

Bachelor of Fine Arts in Multimedia Design, 2007

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TECHNICAL EXPERIENCE

Platforms: Mac OSX Yosemite, Windows 7

Applications: Adobe Creative Cloud: (Adobe Photoshop, Illustrator, InDesign, Flash, Dreamweaver, Bridge, After Effects); Intuilab Intuiface, FlipPDF, InFocus BigTouch, Microsoft Office Suite (Word, Excel, Powerpoint, Outlook); Graphtec Plotter Cutter FC2250-120, Cutting Master 2; Apple Aperture 3.5, Apple Final Cut Pro; Adobe Premiere Pro; Canon 20D, 60D, T4i, GL1, GL2, Canon Digital Photo Professional, EOS utility; Steadicam; GoPro Studio

Production: 4 color process/spot Pantone matching, press proofing and drawdowns, Konica Minolta Bizhub Press C8000, Xerox 570 Digital Press, Graphtec Plotter Cutter, flexographic printing, photopolymer plate printing, offset printing, plate image setting, pad printing, Kelleigh flexo and image setting station, chemical film developing, screen printing, ISO:9001:2008