

## Who I Am

**Matthew A. Milam**

p. 832.349.8460

e. [iammattmilam@gmail.com](mailto:iammattmilam@gmail.com)

w. [mattmilam.com](http://mattmilam.com)

A top-performing creative professional with over 20 years of experience, and a proven ability to manage marketing strategies that grow brand awareness, engage new clients, and retain high performing clients. Possessing excellent time-management skills; I can advance multiple projects simultaneously from start to finish while maintaining high standards for execution, accuracy, adherence to brand standards, and attention to detail. I deliver meaningful user experiences that combine both form and function into the perfect package.

Known as a team player, I bring creativity and craftsmanship to each project. I am steadfast and just about unflappable, always putting in maximum effort. Always coming to the table with an “it can be done” attitude. There is no job that is too big or too small. From digital to grassroots, I make stuff happen on time, within budget and with a creative flair.

## Professional Experience

**Director of Interactive Marketing**

NCR (formerly Cardtronics), Remote • May 2016 - Current

Manage key marketing projects to ensure the creative team delivers on time and within budget. Develop the strategy for how the company communicates its brand and capabilities through various digital and marketing channels. Assist application development and product teams with UX/UI design. Effectively manage all creative deliverables for trade-shows and events. Develop graphics, imagery, and animations to be used across on-line properties. Lead development and updates of experiential content. Direct and mentor the creative team of designers.

- Effectively lead brand development for new products
- Lead the creative design process of new experience centers for trade show and events, including hugely enhanced video and interactive content
- Work cross-functionally to lead the creative vision consistently across key touchpoints throughout the organization
- Communicate regularly with stakeholders on progress of current projects

**Creative Director**

Oilpro, Houston, TX • Jul 2015 - Apr 2016

- Designed UI/UX and established art direction for Oilpro
- Led creative vision, ensuring a consistent message from initial discussion to roll-out of new content
- Ran daily creative update meetings to ensure goals were being met and projects stayed on schedule
- Managed marketing strategies and budgeting

Professional  
Experience

**Web Developer + Designer**

Cudd Energy Services, The Woodlands, TX • Dec 2012 - Jun 2015

- Work with the design team to translate ideas to web components ensuring brand standards are maintained
- Led creative vision for new interactive asset development
- Manage and report on paid search campaigns to company stakeholders
- Designed UI/UX and established art direction for new web content and application development

**Sr Graphic Designer + Web Manager**

Valley Baptist Health System, Harlingen, TX • Nov 2006 - Aug 2011

- Designed, developed and managed company websites
- Developed and implemented the first set of brand standards
- Managed freelancers and outside creative agency relationships
- Lead creative presentations to upper management

Education

**Digital Media Design**

Texas State Technical College, Harlingen, TX • 2000 - 2002

**Communication Design**

Texas State University, San Marcos, TX • 1997 - 2000

What I Do

Digital Marketing	Project Management	Creative Direction
Interactive Design	Motion Graphics	Front-End Development
SEO	UI/UX Design	Marketing Strategy

Outside Interests

Live Music	Outdoor Exploration	Snowboarding
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