



618.409.2543



matt  
@mattseniour.com



Greater St. Louis/  
Southern Illinois



linkedin.com/in/  
matt-seniour-9a960051/

## My Tools



## My Education

### Master of Arts in Education

Organizational Leadership  
Focus: Marketing  
McKendree University | 2021

### Bachelor's Degree

Mass Communications  
Focus: Advertising  
SIUE | 2012



Phi Kappa Phi | Member

## My Classroom

### Adjunct Professor

Visual Arts  
Design, Typography, Illustration  
Lindenwood University  
2017-2020

### Adjunct Professor

Humanities  
Graphic Design Fundamentals  
McKendree University  
2020-2022

# Matt Seniour

Creative + Production + Leadership



## Work History

Senior Manager of Creative Services | McKendree University | 2017 - Present

### Responsibilities

- Create and oversee the production of custom print and digital materials for campus partners including brochures, magazines & catalogs, advertisements, social media content, photography and video production.
- Partner with campus partners to develop institutional campaigns for recruitment, fundraising, and campus community engagement.
- Project manage ad-hoc teams of other creative professionals in the production of large-scale projects that require many contributions to ensure success including institutional publications, constituent communication and university advancement initiatives.

### Key Accomplishments

- Led the development and launch of *The McKendreean*; McKendree's new flagship magazine that showcases the university's achievements and fosters constituency engagement.
- Strategically implemented a new, mascot-focused brand initiative to support university admission efforts, overseeing all aspects of design, from concept to final execution.
- Fashioned the visual language and voice for the university's official philanthropy-based giving day campaign comprised of print, digital and video communications that have seen continuous growth year after year.
- Directed the Integration of Drone Photography Protocols that ensured the university's MARCOM department was operating within FAA standards, allowing us the ability to market and showcase the campus community from above as well as on the ground.

Senior Graphic Designer | Kranos Corporation | 2015 - 2017

### Responsibilities

- Oversee the production and distribution of all product catalogs and online sales assets for the Corporate portfolio family of sports brands including Schutt, Adams, Trace, Smitty, and more.
- Work closely with product research and development team to develop new product and packaging designs for all brands selling product at retail as well as direct sales and reconditioning.
- Provided innovate marketing design solutions to executive level communicators and key stakeholders including the President and Vice President of Operations.

### Key Accomplishments

- Created unique, immersive brand experiences for trade expositions and sales meetings with regard to Schutt Sports, an internationally recognized leader in sports protection technology.
- Directed a small team of designers to help implement a new product photography workflow designed to support an online product customization portal.
- Spearheaded the branding and package design of Schutt's most successful helmet roll-out, generating a massive spike in brand visibility at retail locations and a marked increase in sales.
- Provided key design support in the development and launch of dye-sublimated graphic apparel line including physical samples, digital media for web and social media, and printed sales collateral.

Graphic Designer | Foppe Visual Communication | 2013 - 2015

### Responsibilities

- Concept and produce creative design projects across a wide range of service solutions including large-format environmental branding projects, wayfinding and signage solutions, and print marketing.
- Project manager for large-format fabrication, assembly, and delivery of physical product including billboards, signs and environmental branding solutions.
- Coordinator for consultation, progress reports and final job installation.

### Key Accomplishments

- Developed a new visual pitch deck for written proposals to promote more effective sales meetings, earning client work for the Jackie-Joyner Kersee Center, Mascoutah School System, and Excel Bottling Company.
- Refreshed the company's online presence with a new SEO-focused website and improved email communications to generate engagement and increase business from repeat customers.