



matt alaniz

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allstate
senior art director

Leading development of marketing campaigns focused on new consumer messaging throughout the year including: TV commercial, out-of-home displays, and digital/social platforms. Ensures brand is represented correctly through all agency/vendor partnerships including PR and influencer moments. Working closely with other departments to finance new brand opportunities in emerging market platforms and encourage dynamic growth within company.

clients: internal agency *aug 2021 - present*

weber shandwick
associate creative director

Lead creative development of brands on social and digital through distinctive brand assets and implementing them across campaigns. Worked as creative strategist focused on social/digital experiences during new business pitches. Elevated content by partnering with PR/Influencer teams to develop complete consumer experiences—from activations continuing through digital formats. Managed mid/jr. level creatives workloads and helped expose them to higher level work with team.

clients: estrella jalisco, straight talk, simple mobile, tracfone, net10 wireless, airbnb, new business *dec 2018 - aug 2021*

energy bbd
senior art director

Expanded consumer experiences beyond traditional media and created more comprehensive ad experiences that continued through OLV, social channels and digital platforms. Utilized data driven insights and consumer profiles to create passionate storytelling and meet client consumer base where they are in-person or online.

clients: aleve, claritin, ziploc, orbit gum, 5 gum, extra gum, pearle vision, new business *dec 2017 - dec 2018*

the marketing arm
senior art director

Developed social media campaigns for brand launches, cultural events (such as the Super Bowl), and digital platforms. Introduced original photography, video and motion graphics to the Mars/Wrigley portfolio, revitalizing content on existing channels and ways to launch new ones (Instagram, Snapchat, live). worked as creative strategist focused on social/digital consumer experiences on owned/new channels during new business pitches. Mentored mid/jr level creatives on presentation skills as well as new forms of media such as studio photography.

clients: skittles, starburst, 5gum, orbit gum, extra gum, juicy fruit, state farm, quaker, new business *feb 2016 - dec 2017*

upshot agency
art director

Worked primarily on constellation brand import beers and alcohol concepting, designing, and fully executing new campaigns for each brand in their respective style. Taking each design through a full campaign including: point-of-sale material, digital user experience promotions, and promotional merchandise.

clients: corona extra, corona light, modelo especial, tsingtao, victoria, google, starbucks *may 2013 - feb 2016*

technical skills

- expert in full adobe suite of programs
- expert in studio and lifestyle photography
- expert in motion graphics, video, and audio editing
- proficient in html, ux design, and web layout
- experienced in ai design prompts (midjourney, firefly, etc.)