

Matt Horton
Creative Director
matthortoncreative.com
matt@matt-horton.com
Chicago, Illinois
773-255-6758

From big agency, big brand experience to small nimble start up's Matt is a strategically driven, fully integrated, extraordinarily creative thinker. Always solving business challenges in unconventional, memorable ways. An eclectic creative pedigree he's always reinventing the way he does things. His non-sequitur sense of humor makes people laugh at unexpected things but his serious and caring nature doesn't go unnoticed. He has a way of handling difficult situations and clients with the kind of kid gloves that get surprisingly positive results.

FREELANCE CREATIVE DIRECTOR/WRITER 6/14-PRESENT

Working with Ad Agencies/PR Firms/Client Direct across the country and around the globe on high-level strategic brand development, conceptual content strategy and development, advertising and marketing communications. References upon request.

WEBER SHANDWICK/MINNEAPOLIS 2/15-2/17

Creative in Residence/Head of Creative Built and established this PR agency's first ever-creative department expanding offerings to its clients. Led, educated and inspired the staff in the importance of developing sound creative strategy and overall branded ideas to deliver more emotional, remarkable and impactful creative work across all channels. Clients Include: Budweiser, Federal Government, Army, American College of Surgeons, Meijer, SCA/Tork, Cargill, and IEEE. Instrumental in pitching and winning Daikin, C.H. Robison, The American Brain Foundation, Fisher Investments, and Arcserve.

MORSEKODE/MINNEAPOLIS 6/13-6/14

Executive Creative Director Led and inspired a digital creative department and agency. Oversaw all creative digital, social, mobile & content development and execution on clients including: ConocoPhillips, UnitedHealthcare, Covidien/Medtronic, 2Gingers, Shure Microphones and Audio, Capella University, Ameriprise Financial. Instrumental in pitching and winning Allianz Investments and ConocoPhillips.

CARMICHAEL LYNCH/MINNEAPOLIS 1/12-1/13

Creative Director Championed all experiential, emerging media and content. Headed up a new department alliance that worked between CL & Spong PR. Working on Subaru, Jacks Links, Trane, JENNIE-O, SuperValu. Lead pitch and won Merrick Pet Care.

THE BUNTIN GROUP/NASHVILLE 6/07-12/11

Executive Vice President Executive Creative Director Successfully broke down barriers of a very siloed agency. Fostered and inspired the importance of creative investment across all departments, Oversaw all creative product, established their first digital, social and mobile practices on all clients including: Cracker Barrel, O'Charley's Restaurants, Blue Cross Blue Shield of Tennessee, John Deere Brand Licensing, Chinot, Purolator, Gabriel, Servpro, Tennessee Valley Authority, United Methodist Church, Genesco, Led pitches and won The Tennessee Lottery and Royal Bank of Canada Valley, Direct General Insurance and Breathe America.

DRAFT FCB/CHICAGO 10/04-5/07

Senior Vice President Group Creative Director on Kentucky Fried Chicken and Coors Beer (two American icon brands) that had lost their way. Led and Inspired a 25+person creative team to develop work that catapulted KFC to the top of the YUM Foods portfolio, dramatically increasing both sales and awareness. Helped develop the first digital and social initiatives. Most importantly, I got KFC to stop calling themselves Kitchen Fresh Chicken and KFC -to say the words Kentucky "Fried" Chicken with pride, out loud again.

LEO BURNETT/CHICAGO 7/99-10/04

Vice President Creative Director Concepted, wrote and produced highly awarded work on Polaroid, Nintendo, Disney, Kellogg's, Showtime, Army and Allstate. Managed a small brute force of creatives.

McCANN/MINNEAPOLIS 9/98-7/99

Creative Director Concepted, wrote and produced compelling work on AirTouch/Verizon Mobile, Toro, Andersen Windows.

FCB/CHICAGO 6/96-9/98

Associate Creative Director Concepted, wrote and produced compelling work on Illinois Lottery, Gatorade, George Killian's Irish Red, Kemper Financial, Kraft, Illinois Board of Tourism, Cadbury Schweppes International, Payless Shoe Source.

J. WALTER THOMPSON/CHICAGO 10/95-6/96

Senior Copywriter Concepted, wrote and produced engaging work Motorola, 7-11, United Way, Princess Cruise Lines, Evinrude Johnson Outboard Marine Company, McDonnell Douglass.

Awards & Personal: Cannes Lion Festival, Webby, Kelly, National Addy, CA, One Show, AICP. Effie. *When I'm not working, I stay grounded & centered with a daily yoga practice, running & lifting.*