

Matt Horton
Creative Director
matthortoncreative.com
773-255-6758

FREELANCE CREATIVE DIRECTOR/WRITER 6/14-PRESENT

Work with Ad agencies/PR firms/client direct across the country and around the globe on high-level strategic brand development advertising and marketing communications. References upon request.

WEBER SHANDWICK/MINNEAPOLIS 2/15-2/17

Creative in Residence/Head of Creative Established this PR agency's first ever-creative department in order to expand offerings to clients. Educated and led staff in the importance of developing sound strategy and overall brand idea in order to deliver more emotional, remarkable and impactful creative work across all channels. Clients Include: Federal Government, 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 Lead, managed and inspired a digital creative department and agency. Oversaw all creative digital, & content development and execution on clients including: ConocoPhillips, UnitedHealthcare, 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 Champion of all experiential and emerging media and content heading up a new department alliance working 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 while overseeing all creative product on all clients including: Cracker Barrel, O'Charley's Restaurants, Blue Cross Blue Shield of Tennessee, John Deere Brand Licensing, Chinet, Purolator, Gabriel, Servpro, TVA, United Methodist Church, Genesco, Lead pitches and won The Tennessee Lottery and Royal Bank of Canada, Direct General Insurance and Breath 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. I inspired and managed and lead 20+ person creative team to develop work that catapulted KFC to the top of the YUM Foods portfolio, dramatically increasing both sales and awareness. Most importantly I got KFC to stop calling themselves Kitchen Fresh Chicken and say the words Kentucky Fried Chicken with pride, out loud again.

LEO BURNETT/CHICAGO 7/99-10/04

Vice President Creative Director. Concepting, writing and producing highly awarded work on Polaroid, Nintendo, Disney, Kellogg's, Showtime and Allstate. Managed a small brute force of creatives.

MITHUN/MINNEAPOLIS 9/98-7/99

Creative Director. Led and inspired a team of writers and art directors on AirTouch/Verizon Mobile, Toro, Andersen Windows.

FCB/CHICAGO 6/96-9/98

Associate Creative Director. Concepted, wrote and produced award winning work 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 award winning work on Motorola, 7-11, United Way, Princess Cruise Lines, Evinrude Johnson Outboard Marine Company, McDonnell Douglas.

FCB/ORANGE COUNTY, CA. 1/95-10/95

Senior Copywriter. Concepted, wrote and produced award winning work on Mazda & Men's Health Magazine.

Awards & Personal: Cannes Lion Festival, Webby, Kelly, National Addy, CA, One Show, AICP. Effie. I am a listener, curator, creator who will forever be a student of culture, vagabond philosophy & the society of the big idea. When I'm not working, I enjoy visiting my children who live in Chicago. I stay grounded & centered with a daily yoga practice.