



MATTHEW KEEVER

970-232-4522

mkeever3@gmail.com

[Linkedin](#)

[Portfolio](#)

Accomplished creative professional offering 16+ years of success on national and international accounts for design & marketing agencies, and Fortune 100 companies. Concentration in creative management, brand identity management, art direction, graphic design, and project / program management.

Possess diverse business knowledge and natural leadership to steer individuals and teams in innovative creative directions. Acknowledged for thoughtfully managing many variables and resources in complex situations. Able to scope, estimate, and articulate financial and creative goals in order to meet business objectives.

Professional Skills and Experience

- Brand Identity Management
- Creative Management
- Art Direction, Graphic Design
- Team Leadership
- Project & Program Management
- Agency & Vendor Management

CAREER DEVELOPMENT

IBM – Boulder, Colorado

2017

Senior Design Consultant—America’s Deal Squad

Senior Design Consultant for IBM Global Business Services providing Art Direction, Design Strategy, Information Design, and project management expertise for deal coaches, subject matter experts, and pursuit teams to deliver innovative and engaging new business proposals and presentations for Fortune 100 corporations.

- Delivered digital, print and environmental presentations to help team close 82% of deal pursuits for global clients, including Citibank, Verizon, Proctor & Gamble, AECOM, Allianz, and PepsiCo in 2017.
- Deal pursuits ranged between 50M – 650M+ in total contract value.

HP INC. – Fort Collins, Colorado

2015 to 2016

Brand Identity Manager—Internal Engagement

As brand identity manager for the Brand Activation and Engagement team:

- Completed 100% of requested brand consultations with internal partners, ensuring internal campaigns were strategic and on-brand.
- Delivered 200+ brand identity assets for corporate environmental graphics, signage, posters, presentations, corporate collateral, email, and internal communication templates.
- Saved global brand organization \$175,000+ by designing new templates and guidelines for corporate PowerPoint presentations, MS Word collateral, internal email, email signatures, corporate stationery, posters, wallpapers, award certificates, and executive biographies.
- Delivered 250+ environmental graphics installations to 175 locations in 65 countries for HP Inc’s “Day 1” launch program on-time and under budget, saving \$315,000.
- Produced new corporate PowerPoint presentation template system, using new brand guidelines, delivered on-time, and under-budget.

HEWLETT-PACKARD COMPANY – Fort Collins, Colorado

2015

Creative Manager—HR Strategy & Operations

As art director, graphic designer, and project manager for the HR Strategy & Operations organization:

- Designed 60+ executive PowerPoint presentations in 90 days.
- Completed 100% of brand consultations as organizations 1st Brand Manager, to ensure alignment with evolving corporate brand identity.
- Designed and oversaw the delivery of the organizations first comprehensive SharePoint portal, in 45 days.
- Created all collateral and intranet portal for new performance management program.

HEWLETT-PACKARD COMPANY – Fort Collins, Colorado

2013 to 2015

Creative Manager – HR Employee Engagement & Culture

As art director, graphic designer, and program manager for the HR Employee Engagement & Culture organization:

- Achieved a pan-HP #1 social ranking, and #2 subscriber rank on HP's internal employee social network (out of 6,000+ groups).
- Published 58 interviews as program manager and art director for the Bright Spots program, an employee engagement initiative which studied the wisdom of great managers and the most engaged teams across HP.
- Completed 100% of brand consultations as organizations first Brand Steward, to ensure alignment with evolving corporate brand, and designed 16 consecutive months of Town Hall / All-Hands presentations for HR executive leadership.
- Designed and delivered, on-time and under budget, the HR C-Suite package to 550 executives engage their teams in a new employee engagement program.
- Designed HR Culture Book, which led Meg Whitman, CEO, HP to say *"Beautiful and well thought-out. This is the type of effort that should be cascaded across all of our businesses."*
- Launched new on-line global community designed to deliver tools, education, and inspiration which helped employees bring their best at work and be more engaged.
- Directed HP-approved marketing agency in the development of collateral and presentations.
- Art direction and graphic design for HR events, videos, collateral, executive presentations, intranet sites, environmental graphics, and email communications.

WIRE STONE – Fort Collins, Colorado

2000 to 2013

Creative Producer, Art Director, Senior Graphic Designer

Directed large scope projects for HP, Motorola, Microsoft, Intel, and Agilent Technologies accounts. Directed teams of 4 to 6 resources including copywriters, graphic designers, motion graphics developers, HTML developers, and production artists. Vendor management for print, video, and voiceover production. Art direction and graphic design for corporate events, environmental graphics, videos, collateral, interactive presentations, digital and mobile solutions.

- Increased attendance by 20% for 2010 HP Americas Partner conference. Designed, developed and delivered on time and under budget all presentation templates, signage plan, directional & environmental signage, event website, program guide, badges, master image library, and general session message map.
- Designed award winning lead-generation email campaign for 2009 Motorola B2B two-way radio program, recognized by the *Business Marketing Association* with the 2009 B2 award for excellence in on-line direct response marketing.
- Designed campaigns that increased on-line sales by as much as 14% YOY and 3%-8% month-over-month of mobile devices, plans, accessories, and service add-ons during seasonal and holiday promotional periods for SunCom Wireless.
- Completed 100% of brand consultations as agencies' HP Brand Steward, to ensure alignment with evolving corporate brand. Trained creative and project management teams on the HP brand.
- Partnered with HP client-side global brand directors to ensure agency good-standing, engaged in idea sharing, and appeared in client brand training videos.

VARIOUS GRAPHIC DESIGN POSITIONS – Denver and Fort Collins, Colorado

1987 to 2000

FREELANCE CREATIVE DIRECTOR, ART DIRECTOR, GRAPHIC DESIGNER

1987 to Present

EDUCATION

BFA, Concentration in Graphic Design, Colorado State University, Fort Collins, Colorado

SOFTWARE

- Adobe Creative Cloud for PC and Mac (Photoshop, Illustrator, InDesign, Acrobat Pro), Keynote for Mac
- Microsoft Office – PC and Mac (Word, PowerPoint, Excel, Outlook)