

MATTORDESHOOK.com

MATTORDESHOOK@GMAIL.COM • @A.MATTEROFSTYLE



About me...

Creative Director with 20+ years building brand campaigns across digital commerce and social, leading photography, design and motion from concept to delivery.

I've worked in small and big teams from mom & pop boutiques to large ad agencies.

I'm a sell-or-else creative who understands how important being disruptive is. Brave and strategic, with a guerrilla marketing attitude and the patience to know it takes time to grow a great idea.

Be Authentic & Honest.

Straight talk and clear goals. Trust through collaboration.

Be a Teacher & Student.

Great teams share knowledge and stay open to insight.

Stay Curious & Keep Evolving.

Always testing new tools, tech, and workflows to push the craft forward.

Disrupt & Conquer.

Cut through the noise with ideas that stop the scroll.

Build Bravely.

Rally the right talent and commit fully to the boldest ideas.

Sell or Else.

Great creative means nothing if it doesn't convert. Test, then optimize.

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2023-2026

Creative Director - nuveuu.com

Brand Builder & AI Creative Platform

Built an independent AI brand operating system guiding businesses through a 7-stage roadmap: strategy, voice, visual identity, audience architecture, and scalable operations. Proved the framework live at Shattered Impressions LA (Feb 2024), directing end-to-end creative and experiential execution for 500+ attendees across fashion, beauty, influencer, and nonprofit spaces.

2020-2021

Fashion - Pelle Moda Shoes

Creative Director & Lead Photographer

Directed multi-channel creative campaigns and led product and lifestyle photography. Handled copywriting, marketing, and influencer partnerships to deliver cohesive digital, email, and editorial content that grew audience reach and brand equity. Conceived and produced an adaptive disability campaign spotlighting wheelchair-user influencers.

2018-2019

Fitness - Spinning & Peak Pilates

Sr. Art Director & Lead Photographer

Worked with cross-functional teams to develop visual identities for Spinning and Peak Pilates. Handled photography and motion animation, and partnered with the CEO of Mad Dogg Athletics, Inc. and the Marketing Director on campaigns across e-commerce redesign, social video, and instructor training materials.

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2015-2018

Creative Director - ID8Brands.com

Enterprise Brand & Campaign Direction

Managed creative teams and designers on cross-platform brand positioning and integrated campaigns across digital, paid media, and OOH. Built branded work for agencies like Fullscreen and Intersection Inc., serving clients such as Red Bull, Hugo Boss, NBC, and The Emmys. Directed visual identity, commercial photography, and video production for fashion, beauty, and fitness brands including Fashion Nova and Runway Rogue Cosmetics.

2013-2015

Senior Creative Designer - ViSalus Inc.

Omnichannel Creative Direction

Responsible for visual design and creative strategy across corporate rebrands, social media, e-commerce, and go-to-market product launches. Led creative for the ViCrunch Cereal and Vi Energy Drink launches. Product launches resulted in selling out at launch and exceeded revenue targets. Awarded the company-wide "Vi Guy Award" for cross-departmental collaboration and high-impact execution.

2011-2013

Design & Strategy, Ad Services - Edmunds.com

Acquisition and Pitch Creative

Built executive-level sales decks and creative comps that secured high-dollar, exclusive media buys with BMW, Audi, Ford, Toyota, and Nissan. Designed interactive landing page experiences that substantially scaled advertising spend from automotive brands directly.

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2009-2011

Senior Art Director - Ogilvy

Integrated Campaign Design

Senior Art Director and Motion Designer on award-winning campaigns. Built the rebrand style guide for Cisco Systems. Worked with cross-disciplinary teams on branded campaigns and client pitches for Disney, Cisco Systems, Nature Made, AMPM, Wells Fargo, and Ameritrade.

2007-2009

Art Director - &Brand Agency

Global Brand Launch

Directed visual design for international rollouts of Proactiv, WEN Hair Care, and Meaningful Beauty across Europe, Canada, and Latin America. Built performance-based acquisition roadmaps integrating celebrity endorsements, video, email, and landing pages.

2006-2007

Interactive Brand Designer - TBWA\Chiat\Day

Design and Animation

Delivered interactive design, motion animation, and video editing for Nissan, PlayStation, and Infiniti.

2005-2006

Web & Ad Designer - Internet Brands

Web & Ad Design

Built interactive campaigns for CarsDirect.com, Autos.com, Green Hybrid, and Wiki Travel; improved UX and form performance to grow loan applicant traffic.