



Matthew Bomberger

Greater Philadelphia Area, PA

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2013–2019

Creative Director

LuckyVitamin, Conshohocken, PA

- Lead team that designs 30+ promotional campaigns monthly, seen by a database of 4 million customers and influence revenue of more than \$20 million annually (combination of onsite and channel marketing)
- Rebranded LuckyVitamin and developed company tagline, Spread the Wellness™
- Hired and built Creative Services from the ground up, managing two designers, two videographers, one UX designer, one photographer and various freelancers
- Direct all web, email, print and video to ensure creative met business goals and aligned with LuckyVitamin brand standards
- Built in-house video and photography studio
- Manage budgets and time tables for dozens of fast-moving projects
- Design all private label logos and packaging
- Pitch work to CEO and Sr. Marketing Director at weekly team meetings

2008–2013

Senior Graphic Design Consultant and Manager

The Hartford, Hartford, CT

- Worked directly with AVP to shape, refine and evolve brand standards at The Hartford
- Serviced all business lines, including insurance, investments and philanthropy
- Managed two direct reports

2004–2007

Graphic Designer

The Hartford, Wayne, PA

- Designed award-winning collateral focused on investments and financial education
- Lead brainstorm sessions using various strategies such as 100mph Thinking and Intergalactic Thinking
- Partnered with writers and marketing coordinators to develop strategic campaigns

2005–PRESENT

Contract Designer

Philadelphia, PA

Freelance projects for various clients, such as: Google, Oxford Economics, Qatar Tourism Authority, Jalinski Advisory Group, Cross Properties, Chartered Advisory Group, New Growth Press and Eastern University

2001–2015

Bassist, Founding Partner and Creative Director

Reilly, Philadelphia, PA

- Toured and played hundreds of concerts across the United States, Canada and Europe
- Sold over 30,000 albums independently
- Designed Reilly's brand identity, including all websites, social media, album artwork and merchandise
- Art directed "Sunlight" video, which won "Best Music Video" at 2009 San Diego Film Festival

2004

Graphic Designer

Covenant Fellowship Church, Glen Mills, PA

- Redesigned logo and various collateral
- Designed and co-authored "How Good Are You," which was printed over 50,000 times and translated into various languages
- Oversaw online and print communications

EDUCATION

Tyler School of Art, Temple University

Graduated May 2004

B.F.A. Graphic Design with Art History Minor, Cum Laude

Temple Rome, Study Abroad, Fall 2003

Studied photography, drawing, architecture and art history

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RECOMMENDATIONS

"I counted on Matthew to solve the big, tough creative problems at The Hartford. His efforts helped us win many "Best of Show" and "Awards of Excellence" at IFCA (Insurance and Financial Communicators Association). Our sales team rallied around Matthew's campaign concepts, resulting in huge revenues for The Hartford."

Don Diehl

Creative Director at The Hartford

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"Matthew is the full package. A rockstar Creative Director, an extremely talented designer, an artist and a true creative leader. He has been instrumental in helping us to define, elevate and communicate our brand and marketing messages both internally to stakeholders and externally to our customers.

He has an extraordinary ability to leverage his creative talents, direction and communication skills to connect a brand to human emotion and bring it to life."

Sam Wolf

Founder & CEO of LuckyVitamin

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"Matthew is a top-notch brand and creative leader. He is an amazing talent who is always willing to listen and be open to new ideas. He develops his talent in the same way. I have had the opportunity to work with many different external and internal creative teams, and have found Matthew and his team to be one of best.

Matt is a smart, creative, brand talent and he is very approachable. He can take customer information and turn it into a brand persona, he pivots easily when new information is available, and he brings new, meaningful ideas on a regular basis. It is a pleasure working with him and I would highly recommend him for any team."

Janice Jacobs

LuckyVitamin VP of Marketing

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"I have worked with many different designers over the years. Matthew is simply the best. He brings a rare combination of creativity, design skill, and marketing sensibilities to his work. Matthew seems to instinctively understand the objectives of our projects, helps to form the creative vision, and then executes to high standards with very little input."

Adam Sacks

President of Tourism Economics

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