

Matthew R. Rossana

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Portfolio: <http://www.mrossana.com>

- **Experience:**

Campbell-Ewald Advertising
Supervisor, Project Management

Warren, MI
Nov. 2007 – Present

Acted as the Supervisor in the Operations group on the Chevrolet Trucks Nameplate team. Maintained timelines, communication between internal departments, and general status of all project initiatives within the group. Played significant role as a digital leader for other team members.

Detroit Media Partnership
Project Leader/Supervisor, New Media

Detroit, MI
Sept. 2004 – Nov. 2007

Oversaw creative execution and development of New Media projects from conception to completion, while maintaining and facilitating correspondence between departments, management and production. Acted as consultant on online ad operations and participated in many venture groups to develop new products, increase online audience and enhance branding.

JWT Specialized Communications
Freelance Web Designer

Chicago, IL
July 2005 – Jan. 2007

Designed and built corporate careers-based web sites using XHTML, CSS, and Javascript. Participated in corporate brand discussions and worked to maintain corporate identity in design and presentation of interactive products. Worked closely with programmers and other creative team members to create websites' aesthetic appeal and ease-of-use.

Select Clients: GM, Nissan, Astra-Zeneca, Hilton, Wellstone Communities, Providence Health

College for Creative Studies
Web Design Instructor

Detroit, MI
Sept. 2007 – Present

Red Diamond Design
Art Director

Troy, MI
March 2002 – Sept. 2004

- **Digital Skills and Capabilities:**

Platforms: Windows 9x/me/xp/nt, Mac OSX

Software: Proficient in Word, Excel, PowerPoint, Outlook, Visio, ACT! , Adobe Photoshop/Imageready/Illustrator, Quark xPress, Dreamweaver, and Basecamp. Familiar with Adobe Flash, Fireworks, and MS Project. Highly adaptive to new technologies and online trends.

Languages: HTML / CSS, Javascript, PHP.

- **Education:**

Kalamazoo College
Bachelor of Fine Art
Major: Studio Art

Kalamazoo, MI