



MATTHEW TOMLINSON

Creative Director & Digital Innovation

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PROFILE

An accomplished Creative Director with over six years of expertise in project management, product development, and branding. Skilled in leading a diverse array of revenue-boosting design projects from start to finish. I excel in integrating innovative technologies to streamline creative workflows and enhance operational efficiency. I am committed to fostering strong communication between team members and clients, ensuring seamless project execution. Proficient in the development of compelling visual materials and comprehensive brand guidelines aligned with strategic marketing objectives. Recognized for exceptional multitasking abilities and adept time management skills, I consistently meet critical deadlines. I am proficient in a wide range of software, operating systems, and production technologies.

SKILLS

Project Management



Agile Methodologies



Communication Skills



Strategic Planning



Digital Marketing



Data Analysis



Cybersecurity Practices



EDUCATION

2024

2022

University of Colorado Denver

MASTER OF SCIENCE IN INFORMATION SYSTEMS

2022

2020

California State University Channel Islands

BACHELOR OF SCIENCE IN BUSINESS ADMINISTRATION, CUM LAUDE

EXPERIENCE

PRESENT
2018

Brand Labs Agency

CREATIVE DIRECTOR

As the Creative Director at Brand Labs Agency, I led multidisciplinary projects leveraging skills in Adobe Creative Suite, photography, and video production to drive innovative marketing solutions and enhance brand visibility. My strategic vision and expertise in digital media have been pivotal in evolving the agency's creative direction and digital output in a dynamic, hybrid work environment.

PRESENT
2021

Los Angeles County Fire Department

OCEAN LIFEGUARD, SEASONAL

Executes single and multiple rescues in all ocean water conditions using rescue cans or rescue boards; using department approved techniques, secures and swims victims back through the surf. Administers first aid to victims of near-drowning, heart attack, seizure, heat exhaustion, broken bones, lacerations, or other medical emergencies; releases seriously injured victims to paramedic personnel.

2023
2022

Cinema Cameras

DATA MANAGEMENT SPECIALIST

I effectively managed extensive data systems, utilizing SQL and Microsoft Excel to ensure accuracy and efficiency in data handling and inventory management. My role also encompassed project management responsibilities, optimizing data processes for this leading cinematic equipment provider in a hybrid setting.

2022
2020

Night Shift Goods

SYSTEM ADMINISTRATOR

As a System Administrator at NIGHT:SHIFT, I managed server infrastructures, ensuring system stability and security through robust administration and control practices. My role included database administration, web development, and implementing security measures, contributing to the efficient and secure operation of IT systems in a hybrid work environment.

2022
2017

City Of Port Hueneme

ASSISTANT LEAD LIFEGUARD, SEASONAL

I provided emergency assistance, including CPR and first aid, to individuals in distress and oversaw the daily training of lifeguard staff as directed. My responsibilities included regulating beach usage, monitoring environmental conditions, advising the public on safety, and collaborating on operational decisions such as beach closures. Additionally, I managed the opening and closing of facilities, enforced beach regulations, trained staff on equipment use and maintenance, and documented safety incidents.