

MATTHEW L. ECK

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PROFESSIONAL OVERVIEW

A decade plus of expertise in the Marketing, Branding, Design and Sales realm. Experience ranges from producing Art Fairs, Curated Art Shows, Art Advisory, Graphic Design, Sales, UX / UI, Product Development, Branding, Sponsorship Outreach and Branded Parties

CORE COMPETENCIES

Project Management + Operations + Stakeholder Management + Development + Strategic Planning + Research & Analysis + Process Improvement + Vendor Management + Systems implementation + Hospitality + Problem Solving + Adaptability + Collaboration + Strong Work Ethic + Time Management + Critical Thinking + Self-Confidence + Works Under Pressure + Leadership + Creativity

- Highly analytical and strategic, with ability to develop roadmaps for more transparent, integrated & efficient solutions.
- Internationally experienced with onsite and remote consulting projects. Able to work collaboratively and cross-functionally with multiple teams across different time zones.

FIVE TIER, INC: UX / UI & SALES

JANUARY 2022 - CURRENT

- Programmatic Advertisements: CTV/OTT, Audio, DOOH Display, Social Conquesting
- Worked API's and DSP's to program Times Square Billboard Advertisements
- UX/UI on Five Tier Connect® Platform
- Presentation Development
- Script Writing & Training Material Development

JOHN & JANE DOE RESTAURANT: MARKETING

MARCH 2019 - CURRENT / FREELANCE

- Website Development
- Email Marketing & Campaigns
- Food & Cocktail Photography
- Various Graphic Design Projects

DOUGHNUT PLANT: MARKETING & SALES

OCTOBER 2019 - JULY 2020

- Graphic Design - In Store Signage
- Invoicing Clients & Special Orders
- Email Marketing & Campaigns
- Program Management & Development

X CONTEMPORARY : EVENT OWNER & COORDINATOR

DECEMBER 2015 - MIAMI - ART BASEL

- Grace Hartigan Exhibition, curated by Michael Klein and Hart Perry, first large scale museum quality exhibition of Grace Hartigan in 50 years.
- Hecho en Cuba - Curated by Yubal Márquez Fleites, Largest Cuban Art exhibition since the thawing of Cuban-US relations.
- TIMEBAG - Colombia Now, TIMEBAG's USA debut exhibition.
- Display of Keith Haring "POP SHOP" sign

SELECT FAIR : EVENT OWNER & COORDINATOR

MAY 2015 - NEW YORK - FRIEZE WEEK

- Lee Ranaldo and Leah Singer Performance, "Sight Unseen"
- James Chance Performance on the Rooftop
- Skowhegan Film Screening
- Marina Abramovic Institute Presents: Millie Browns "Blinded by the Light"

SELECT FAIR : EVENT OWNER & COORDINATOR

DECEMBER 2014 - MIAMI - ART BASEL

- Performance by Rashaad Newsome
- Mercedes Benz and Lufthansa collaboration
- Performance by Mykki Blanco
- Installation by Swoon Studio
- Mayoral Endorsement

SELECT FAIR : EVENT OWNER & COORDINATOR

MAY 2014 - NEW YORK - FRIEZE WEEK

- Sixpoint Brewery Sponsorship
- Custom Installation by Meow Wolf
- 5 Gigantic Solid Marble Sculptures by Inventor Daniel Henderson

SELECT FAIR : EVENT OWNER & COORDINATOR

DECEMBER 2013 - MIAMI - ART BASEL

- Custom Gallery by Superchief NYC/LA
- Mural painted by Greg Mike - ABV gallery

SELECT FAIR : EVENT OWNER & COORDINATOR

DECEMBER 2012 - MIAMI - ART BASEL

- Mobile Airstream Gallery - Anonymous Gallery NYC
- Double Decker Bus from London, for VIP shuttle
- Fashion Institute of Technology Public Installation

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EDUCATION

Master's Degree in Fine Art • 2013 - School of Visual Arts: New York, NY

Bachelor's Degree in Fine Art • 2011 - Tufts University, Medford, MA

Associate's Degree in Fine Art • 2009 - Hudson Valley Community College, Troy NY

PROFESSIONAL EXPERIENCE

EVENTS

- **Customer Service:** Handled all client needs throughout the entirety of each event. Developed and analyzed Exit Surveys and follow-up for post-event evaluation; Built personal working relationships with each client.
- **Coordination:** Simultaneously managed 40 to 50 clients at one time for each event; coordinated the exhibition floor plan and hired/supervised 24-hour security, off duty police and vendors. Tracked food and beverage sales, fuel levels for the generators, crisis control, and front-of-house management.
- **Food and Beverage:** Sourced and managed catering, bar services, and liquor licensing for each event. Familiar with platforms such as BentoBox, GoParrot, Relay, Doordash, Grubhub and Postmates.
- **Curation:** Using the expertise from my Masters Degree in Fine Art, I curated interactive, sometimes branded installations for guests to interact with.
- **Invoicing:** Involved in each client intake, tracked invoice dates, and sent payment reminders. knowledge of Quickbooks, Square and Stripe

MARKETING

- **E-blasts:** Cultivated a 62,000-person mailing list from Art Fair visitors with a 32% open rate using Mailchimp, Sendgrid, Constant Contact, SendinBlue and designed in BeePro. Prospected 100's of thousands of other contacts.
- **Guerilla Marketing:** Deployed guerilla marketing teams to attract visitors to events (street art, stickers, banners, posters, wheatpasting, sandwich boards, etc).
- **Social Media:** Fluent in all Social Media platforms (TikTok, Facebook, Instagram, Snapchat, LinkedIn, Twitter) and resources like Hootsuite and Social Captain and Meta.
- **Advertising:** Analyzed media distribution and impressions to strategically place my advertisements in the most relevant print and digital publications.

BRANDING

- **Graphic Design:** Created all logos, advertisements, pamphlets, and print materials for event networking and marketing using Adobe Photoshop and Indesign.
- **Website:** Learned Shopify, Wordpress and Squarespace to develop websites for all three art fair brands, as well as private clients.
- **Pitch Decks:** Crafted pitch decks for a wide array of audiences, such as venues, sponsors, art galleries, and local governments using: Microsoft Powerpoint, Excel and Word and Google Sheets, Google Apps.
- **UX/UI:** On the Connect® Platform, I went through the interface and worked with the Dev team to make the experience as seamless and user friendly as possible.

SALES

- **Pitch:** Sold Times Square Billboards through the Five Tier platform. Packages range from 2,500-\$100,000+
- **Cold Calls:** Keeping cash flow positive, the team and I would cold call clients around specific calendar events.
- **CRM:** Kept track of calls, sales and client needs in the Five Tier platform, Hubspot and Capsule.
- **Sponsorship:** Worked with leading brands including: Mercedes Benz, Lufthansa, Hennessy, Heineken, Amazon Art, Google Hangouts, Pepsi, Deep Eddy Vodka, Sixpoint Brewery.
- **Art Sales:** Gallery and exhibition space sales. Strategically catering to clients needs, either to find the perfect art piece or exhibition space in one of our Art Fairs.

LEADERSHIP

- **PR:** Researched and worked with top public relations companies, collaborated in press planning, and wrote press releases.
- **Employees and Interns:** Delegated responsibilities to multiple team members while managing quotas, RAG charts, and weekly status meetings.

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