

Matthew Krueger

Proven creative leader with 15+ years of experience in developing and producing high quality digital content for strong branded companies. Expertise in planning and delivering effective and versatile video campaigns optimized for each Digital channel's specific needs. Passionate about building strong cross functional relationships and constructing creative production teams from the ground up. Highly skilled in creative collaboration, maximizing budgets, and delivering World Class Digital content to meet defined KPIs.

Experience

Duluth Trading Co - Mount Horeb, WI

Digital Creative Production Manager

Production Team Leader for team of 7 Digital Art Director and Designers

2021 - 2024

- Managed all content production for direct website, email, and social media channels
- Improved website efficiency and site speed by 20% with an updated CMS platform and a mobile first focus
- Managed freelance roster of 7 designers and budget to support key Digital projects
- Initiated personalized email process resulting in an overall channel sales increase of 35%
- Supported Digital channels with motion graphic and internal video production projects

Spectrum Brands, Inc. - Madison, WI

Senior Manager, Digital Production

Art Director and Production Team Leader for 15 designers in Los Angeles, St. Louis, and Madison

2019 - 2021

- Defined and drove digital strategies, KPIs, and led digital creative production for over 20 brands worth over \$2B
- Launched DCX Production for all 4 business units
- Directed all Digital production content shoots
- Oversaw 6-10 large scale campaign projects per quarter, from concept and initial storyboard to final delivery
- Art Directed all content for DCX Production team

Senior Manager, Digital Media

Art Directed all content for DCX Production Team. Managed 7 Creative Designers

2017 - 2019

- Increased production quality while decreasing average spend 25% annually
- Launched a production team and grew it from 2 to 7 photographers and videographers
- Trained and mentored 3 interns into full time hires
- Created Digital audio, video, & animation content while adhering to established brand guidelines

Digital Asset Designer

Designed enticing video and motion graphics for corporate, retailer websites, product marketing, and social media videos

2006 - 2017

- Shot and edited raw video footage in studio & on location
- Designed Post Production and VFX sequences to enhance shot footage, including green screen & chroma keying

Personal Info

 mk9design.com

 414.687.8036

 mkninedesign@gmail.com

 linkedin.com/in/mk9design

Creative Skills

Guerilla-Style Video Production

Campaign Planning & Casting

Team Leadership

Art Direction: Location & Studio

Cinematic Lighting

Audio Recording & Mixing

Project Management

Brainstorm & Concepting

E-Commerce

UX & UI

DAM Management

Detail-oriented

Marketing Design

Branding

Computer Skills

Creative

Adobe Creative Suite

Capture One

Keyshot

Blender

Figma/XD

ACS

Davinci

Amplience

Moveable Ink

Frame IO

General

AEM

Evernote

Microsoft Suite

Microsoft Teams

Widen

Work Front

Education

Wisconsin Lutheran College - Milwaukee, WI

Communicative Arts Degree with a focus on Film & Photographic Arts