



**MATTHEW
UMPHLETT** copywriter
art director
brand strategist

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EXPERIENCE

UMPH! Design Nashville, TN

Copywriter | Art Director | Brand Strategist *July 2011–present*

- Concept and create marketing materials for clients in various industries
- Produce the majority of advertising and creative work for JCB North America
- Brand JCB dealer facilities

JCB, Inc. (North American Headquarters) Savannah, GA

Senior Creative, Marketing Department *April 2007–July 2011*

- Concepted and created work for campaigns, ads and collateral
- Built brand awareness of JCB in North America
- Planned and organized various events
- Ran theater presentations
- Managed team of designers

Caledonian School Prague, Czech Republic

TEFL Teacher *September 2005–August 2006*

- Taught English to all levels of students in various industries

Southern Pipe & Supply Company (Corporate Headquarters) Meridian, MS

Marketing Researcher *June–August 2005*

- 3-month contract job
- Visited and researched 78 Southern Pipe stores in seven states
- Gave recommendations on how each store could better represent brand

Leading Edges Advertising Meridian, MS

Copywriter/Graphic Designer *February 2002–June 2005*

- Created the majority of agency's print work
- Concepted ideas for TV and radio campaigns
- Dealt with clients directly ranging from healthcare to tourism industries
- Managed interns

EDUCATION

Savannah College of Art & Design Savannah, GA

MFA, Advertising Design *November 2011*

Caledonian School Prague, Czech Republic

International TEFL Certified *September 2005*

(Teaching English as a Foreign Language)

Mississippi State University Starkville, MS

BFA, Graphic Design *May 2001*

References available upon request