

MATT SADIS

WEB DESIGNER MOGRAPH ARTIST COPYWRITER

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Profile:

Innovative visual storyteller with a unique hybrid skill set in web development, motion graphics and copywriting offering over ten years of experience in direct marketing email design and development. Expert level coder and motion graphics artist. Manages the complete design process from conceptualization to delivery. Looking for an opportunity to grow.

Skills:

Adobe Creative Suite

Photoshop / Dreamweaver
Illustrator / After Effects /
Premier Pro / Sketch

Development

HTML / CSS / Javascript
Web Accessibility / Wordpress

3D:

Cinema 4D

Project Management

InMotion / Trello

Design

Logos / Visual / Responsive
UI/UX / Theory / Sketch / Figma

Experience

Head Designer, Publishers Clearing House

2021-Present

- Manages the full development and production for over 500 mobile responsive email builds per year, deployed to over 3+ Million users annually.
- Meets aggressive project schedules, while maintaining a high standard of design and UI/UX principles.
- Leads quarterly "Innovation Lab" meeting with 20+ digital design team members to share knowledge of new innovative coding and animation techniques.
- Directs and supervises departmental design interns to uphold the latest design trends and best coding practices.
- Optimizes creative to ensure it renders smoothly across all email clients via Email on Acid and BrowserStack tools, and our in-house mobile lab.

Sr. Designer, Publishers Clearing House

2018-2020

- Spearheaded the optimization of 7 different email programs that grossed a cumulative annual revenue of \$60 Million.
- Generated new ideas for email direct marketing packages, bonus pages, and content devices for the ecommerce testing group.
- Piloted a new re-engagement segment and email series for inactive users, converting over 10% of recipients annually to active entrants.
- Conceptualized and designed logos, emails, landing pages and devices for large scale ecommerce savings events generating over \$500K in revenue per year.
- Created processes to optimize viewport setting designed to deliver best user experience.

Designer, Publishers Clearing House

2015-2017

- Collaborated with writers, senior designers and the Creative Director on new and enticing direct marketing package ideas.
- Created on-brand "classic" content for emails, interactive landing pages, lightboxes, feature-deal pops, entry-order forms, and promotional devices and Headers.
- Coordinated interdepartmental reviews and signoff with marketing, contest managers, legal, copywriters and other cross-functional teams to keep projects on time.
- Designed and animated banners for ecommerce email program amidst a robust work schedule with tight deadlines.

Copywriter, Publishers Clearing House

2010-2014

- Talent for quickly familiarizing with brand goals and writing on-brand copy that engages the users and compels them to act.
- Performed weekly subject line tests with consistent wins in CTR of over 50%.
- Developed compelling product header promotional copy for ecommerce lineups.
- Curated directed messaging for segmented group names based on ordering and sweepstakes activity.

Education

B.A. Creative Writing, University Of Hartford, West Hartford, CT.