

# Julie Matty

## Experience

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**Trellist Marketing & Technology**, West Chester, PA  
Senior Art Director/Creative Cohort Leader (July 2018 – Present)

- Craft compelling visual lead generation and brand awareness marketing campaigns for B2B, B2C and healthcare clients across web, email, print and social media
- Collaborate cross-functionally with copywriters on concepting and front-end developers on execution to ensure digital campaigns are delivered to clients with exceptional attention to detail and meet accessibility requirements
- Led and maintained the redesign of Trellist's visual brand identity, partnering with the senior stakeholders to strategically reevaluate the brand's positioning, refine its architecture, and reimagine external marketing communications to drive increased sales
- Direct monthly team meetings with up to 10 design professionals to facilitate group learning and keep us at the cutting edge of industry trends and tools

**J.P. Morgan Chase & Co.**, Wilmington, DE  
Art Director (January 2018 — July 2018)

- Developed innovative email campaigns to market Chase-owned and partner credit card products such as Chase Freedom, Chase Sapphire, Southwest, Amazon and Starbucks
- Executed strategic and striking ad content for chase.com homepage and mobile app
- Redesigned microsites and landing pages on chase.com to adhere to Chase brand standards and ADA compliance

**J.P. Morgan Chase & Co.**, Wilmington, DE  
Production Artist (June 2015 — December 2017)

- Designed and revised campaigns for Chase products and services including emails, digital ads, landing pages, direct mail and trade show collateral

## Summary

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I'm a senior art director with 10 years of experience designing high-impact marketing campaigns for a wide range of B2C and B2B clients. I have proven expertise at translating complex ideas into compelling visual narratives that resonate with target audiences and drive brand growth.

## Contact

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856-693-5625

## Education

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**York College of Pennsylvania**  
Bachelor of Arts, Graphic Design  
Magna Cum Laude

## Software

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Figma, Adobe Creative Suite  
(Illustrator, Photoshop, InDesign, XD, Express, Firefly), Microsoft Office Suite

