

MATTHEW GIACALONE

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WORK EXPERIENCE

JPMorgan Chase & Co.

New York, NY

Vice President of Creative Marketing & Global Head of Brand Audio

Mar. 2022 – Present

Led global creative and full-cycle production for cross-channel B2B2C campaigns, overseeing a multidisciplinary team to deliver scalable brand storytelling across in-market and digital.

- Directed cross-functional creative teams across strategy, art direction, 2D/3D animation, copywriting, video editing, and audio—managing production pipelines and mentoring talent to elevate creative quality and output.
- Delivered 500+ multimedia assets for global campaigns, including brand films, executive content, social media, and product marketing—enhancing brand equity and cross-platform engagement.
- Spearheaded visual storytelling for JPMorgan's flagship YouTube series, Inside Asset Management, generating 265K+ views and increasing campus program engagement by 18%.
- Directed and composed original sound and music for *Helping Heirs*, a flagship JPMorgan Chase initiative supporting heirs property reform through legal aid, estate planning, and community investment.
- Executed and mentored creative work using Adobe Creative Suite, Figma, Cinema 4D, Cubase, and other production tools to streamline workflows and ensure excellence across media formats, while partnering with senior stakeholders to define brand architecture, refine audience segmentation, and align messaging across international markets.

Idera, Inc.

Brooklyn, NY

Freelance Creative Director & Front-End Designer

Jan. 2023 – Mar. 2024

Oversaw a full-scale brand transformation for Assembla and Travis CI, guiding identity development, creative execution, and front-end design to improve UX, SEO, and overall digital performance.

- Directed and designed front-end experiences using HTML, CSS, PHP, and JavaScript, contributing to a 52% increase in SEO performance and a 34% improvement in overall site speed and engagement.
- Produced 100+ digital assets for web, social, paid media, and sales enablement, driving consistent brand expression and measurable increases in user interaction and conversions.
- Delivered full-scope creative services for freelance clients, including brand identity, full-stack web design, graphic design, 2D/3D animation, video editing, copywriting, storyboarding, voice-over, sound design, and original music production.

Edelman

Atlanta, GA

Senior Art Director & Senior Motion Designer

Sept. 2020 – Mar. 2022

Drove art direction, brand positioning, and multi-channel creative production for Fortune 200 clients, executing cohesive campaigns across digital, social, in-market, and broadcast touchpoints.

- Managed client relationships and cross-functional teams, including copywriters, art directors, motion designers, and account partners, to deliver results-driven creative campaigns.
- Directed creative development for global B2B2C initiatives, producing 275+ campaign assets, including product launches, executive content, digital activations, and paid media aligned with brand and performance goals.
- Produced 410+ multi-format creative assets across digital, print, and broadcast channels, reinforcing visual consistency and improving campaign effectiveness.
- Created 60+ strategic pitch decks that helped secure multimillion-dollar partnerships and generate over \$19M in new business.

Senior Account Executive

Apr. 2018 – Sept. 2020

Managed social content strategy and crisis-responsive communications for United Parks & Resorts, enhancing brand visibility and agility across 12 client properties.

- Spearheaded data-informed social campaigns for United Parks & Resorts, leveraging audience insights and performance analytics to achieve 16.5% YoY revenue growth and a 14.9% lift in attendance.
- Built and scaled an in-house content and community management department across 12 client properties, improving content production efficiency by 98%, increasing social media engagement by 118%, and establishing KPI-driven reporting frameworks.
- Delivered recurring insights to C-suite stakeholders via executive dashboards, optimizing campaign strategy and informing budget allocation for key seasonal initiatives.

Universal Orlando Resort

Orlando, FL

Social Media Specialist

Jun. 2015 – Apr. 2018

Led strategic planning and execution of social media marketing campaigns for attraction launches, live events, and daily community engagement, managing a cross-platform audience of 1.5M+ followers.

- Directed social media strategy, campaign execution, and cross-functional collaboration with PR, CRM, eCommerce, and brand teams to drive audience growth, engagement, and measurable revenue impact.
- Managed daily content production, editorial calendars, and platform-specific storytelling across Facebook, Instagram, Twitter, Snapchat, and Pinterest. Generated over 20 million impressions, 131,000+ engagements, and 2.7 million video views.

SKILLS

Creative Direction, Brand Strategy, Art Direction, Campaign Development, Cross-Channel Marketing, Social Media Marketing, Digital Marketing, Content Strategy, Team Leadership, Project Management, Executive Communication, Client Relations, Multimedia Production, Video Editing, Motion Design, Copywriting, Storytelling, Visual Identity, Graphic Design, UX/UI Design, Marketing Analytics, CMS Management, SEO, Presentation Development

TOOLS & PLATFORMS

Adobe Creative Suite (Photoshop, Illustrator, InDesign, After Effects, Premiere, XD, Audition), Adobe Express, Figma, Canva, Cinema 4D, Redshift, Unreal Engine, DaVinci Resolve, WordPress, Breakdance Web Editor, Squarespace, Google Analytics, Trello, Microsoft Office, Google Workspace, Slack, Monday.com, Sprinklr, HootSuite, BuzzSprout, Assembla, Cubase, Ableton Live, Spectral Layers, Max for Live