



# The QUACKENSTEIN GRAPHIC DESIGN Co.

**MATT STEINBERG**

QUACKENSTEIN.COM

## EDUCATION

DEC  
1995

### SUNY BUFFALO STATE

*Bachelor of Fine Arts in Graphic Design,  
Magna Cum Laude*

1300 ELMWOOD AVENUE  
BUFFALO, NEW YORK 14222  
716-878-6032

## PROFESSIONAL EXPERIENCE

JULY  
1999  
TO  
NOW

### VISIT BUFFALO NIAGARA

*Director of Creative Services*

403 MAIN STREET, SUITE 630  
BUFFALO, NEW YORK 14203  
716-852-0511

Design and produce all marketing materials, including:

- ▶ Consumer and trade publication advertising
- ▶ External and in-house publications (visitor guides, tour manuals, annual reports, newsletters, etc.)
- ▶ Video and audio production (direction, editing and motion graphics, podcast recording & editing)
- ▶ Sales collateral materials (brochures, invitations, posters, maps, guides, etc.)
- ▶ Maintain all VBN websites
- ▶ Online marketing and and e-mail campaigns
- ▶ Logos
- ▶ Direct mail
- ▶ Retail Buffalo-themed merchandise
- ▶ Convention and meeting signage
- ▶ Tradeshow displays and large format graphics

Coordinate all creative services projects

Make all printing, signage, display and Macintosh software and hardware purchases

Collaborate with executive management on marketing strategies and schedules

Hire and manage freelance designers, photographers, illustrators, videographers, printers and web developers and maintain computer hardware

Supervise graphic designer

MAR  
1996  
TO  
JULY  
1999

### LANDMARK DIRECT CORP.

*Graphic Designer*

500 FILLMORE AVENUE  
TONAWANDA, NEW YORK 14150  
716-743-8400

Design and produce direct marketing materials, including

- ▶ Four quarterly catalogs
- ▶ Direct mail and catalog advertisements and flyers

Design and produce packaging and product art

## FREELANCE CLIENTS (PARTIAL LIST)

19 Ideas  
Bagel Jay's  
Batavia Development Corporation  
Buffalo Niagara Business Ethics Association  
Dry Creek Group  
Gardens Buffalo Niagara  
Genesee County Chamber of Commerce  
New York State Parks  
Pembroke Central School district  
Tom's Restaurant  
WNY Southtowns Scenic Byway

## AWARDS

Web Marketing Association  
Infotech Niagara  
AAF Buffalo

## DIGITAL TOOLKIT

Adobe Creative Suite ♦ HTML & CSS  
Premiere ♦ Audition ♦ Dreamweaver  
Microsoft Office ♦ Keynote

## PROFESSIONAL AFFILIATIONS

SEPT  
1998  
TO  
NOW

### AAF BUFFALO

*Leadership roles:*

Board member (1998-2000, 2003-2008)  
Executive secretary (2004-2005)  
Vice-president (2005-2006)  
President (2006-2007)