

Matt Martin

100 Ray Bridge Drive • Hattiesburg, MS 39402 • 601.297.6288 • matt@mightypenguin.com

EXPERIENCE

Owner/Creative Director, Mighty Penguin Design, Hattiesburg, MS **June 1997 - Present**

Design advertising and public relations materials for regional clients, including: Hattiesburg Convention and Visitors Bureau, Lake Terrace Convention Center, Hattiesburg Zoo, Southern Bone and Joint, Moreno Eye Care, Southern Eye Center, Clearview Recovery Center, Media Rich, Cooper's Point Developments, PRISM HR Leadership, Bright Child Doll & Toy, Baranco Acura, Mercedes-Benz of Buckhead, Mississippi Wine Festival, Southern Pines Animal Shelter

Advertising Director, MegaGate Broadband, Hattiesburg, MS **Feb. 2003 - Feb. 2005**

Transitioned MegaGate Broadband from a Cellular One subsidiary to stand-alone corporate entity
Created brand identity and design for all advertising, literature and collateral materials

Advertising Director, Cellular One of South Mississippi, Hattiesburg, MS **Feb. 1997 - Feb. 2003**

Responsible for all Cellular One's advertising and public relations activities in 12-county coverage area
Oversaw \$1 million advertising budget and a staff of two that produced all print and broadcast materials
Duties included concept, design, copywriting, editing, media buying, production and special event management

Commentator, WDAM-TV, Hattiesburg/Laurel, MS **Feb. 1998 - June 2004**

Commentator and co-host of two monthly morning show segments

Freelance Writer/Columnist, Pine Belt Business Journal **July 1998 - Jan. 2000**

Wrote monthly features and a column on local business trends and events

Weekend Personality, WNSL-FM 100.3, Hattiesburg/Laurel, MS **Feb. 1997 - Mar. 1998**

Hosted six-hour radio show airing Saturdays and Sundays, ranked #1 weekend show by Arbitron

Business Writer, The Hattiesburg (MS) American **Apr. 1995 - Dec. 1996**

Wrote and photographed daily news and feature stories, two weekly columns and assorted special events coverage

General Assignment Writer, The Poughkeepsie (NY) Journal **May 1994 - Apr. 1995**

Covered stories for all news departments and developed in-depth packages for weekend front page

AWARDS

43 ADDY® Awards, 5 Judge's Awards, 3 Best of Show • Ad Federation of South Mississippi (1999 - 2004)
Three regional Citations of Excellence • 7th "Deep South" District ADDY® Awards • (1999 - 2004)
Judges' Award & Gold Lantern • Southern Public Relations Federation Lantern Awards • 2005
First Place • Cellular One National Advertising Awards • (Print 1999, Broadcast 2000, Print 2001)
Finalist • Cellular One National Public Relations Awards • (1999, 2000, 2001)
Named one of the "Top 40 Business People Under 40" by the Mississippi Business Journal • 2001
Second Place - Print • Cellular Telecommunications Industry Association Advertising Awards • 2000
Two Maggie Awards • Mississippi Hospital Association • 2000
Award of Merit • Printing Industry Association of the South Awards • 1999
Who's Who in America • (1999 - 2003)

ASSOCIATIONS

Advertising Federation of South Mississippi • President 1999-2000, 2001-2004
Public Relations Association of Mississippi • Pine Belt Chapter, Vice President 1999, 2006
Sales and Marketing Executives International - Hattiesburg • Board of Directors 1999-2001
Hattiesburg Zoological Society • Board of Directors 1999-2006, President 2005
Leaders for a New Century • member 1999, Alumni Board of Directors 2000-2001

EDUCATION

Master of Arts; University of Southern Mississippi, Hattiesburg, MS

Field: English; Concentration: Creative Writing

Bachelor of Arts, Cum Laude; Marist College, Poughkeepsie, NY

Major: English/Creative Writing; Minors: Communications and Fine Arts

COMPUTER SKILLS

PC and Mac platforms
QuarkXpress, Macromedia Freehand

Adobe Photoshop, Illustrator, Pagemaker, After Effects
Final Cut Pro, Sega Mutant League Hockey