



Matthew Angorn  
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## Overview & Highlights

**Living at the intersection of design, technology and marketing, Matthew is a creative leader specializing in providing innovative content, marketing and advertising solutions for some of the world's most successful B2C and B2B brands.**

- Completed Shutterstock rebrand in preparation for the successful IPO in 2012. [link](#)
- Developed the identity system and positioning for Offset, a new premium image brand from Shutterstock [link](#)
- Oversaw design of 80,000 sq ft. build out of Shutterstock's headquarters at the Empire State Building. [link](#)
- Created the innovation pipeline at American Greetings for new digital products and content. Launched its most successful social and mobile apps in the company history. [link](#)
- Built the West Coast creative studio for American Greetings Interactive. This successful studio specialized in providing original programming for video, interactive and traditional animation.
- Created over 500 entertainment web sites, games and original digital content to support the marketing efforts of the Warner Bros. brands.

## Work Experience

### **Shutterstock, Inc.**

2011 - Present

#### **Vice President & Creative Director**

New York, NY (2011 - present)

With customers in over 180 countries, Shutterstock is a dynamic marketplace for fresh imagery and video from around the world, powering a new era of visual communications. Shutterstock offers high quality photography, illustrations, vectors, patterns and video via subscription or individual downloads.

- Member of senior management team, reporting to the president of the company
- Responsible for strategy and execution of branding, creative, content marketing, events and partnerships
- Develop and oversee brand strategy, design and messaging for Shutterstock's brands and services, including Shutterstock, Bigstock, Offset, Premier and Skillfeed [link](#)
- Produce brand and performance creative for marketing campaigns in over 150 countries, including key strategic markets of US, Canada, Germany, Brazil, UK, France, Japan and Korea.
- Create events and trade show experiences that promote the Shutterstock brands and products; managed over 90 worldwide events in 9 countries in 2013. Successfully shifted the focus from traditional tradeshow booths to branded experiences to increase lead generation and brand awareness
- Cultivate and manage brand partnerships to drive brand awareness and affinity, with partners such as AIGA, Creative Mornings, Art Directors Club, and many more
- Built and lead global creative teams, including brand and conversion design, copywriting and email
- Launched and manage the content marketing team, driving the strategy to build brand awareness, thought leadership, SEO, and lead generation

#### **Notable Achievements**

##### Company Rebrand (2012)

With an IPO on the horizon, Shutterstock needed a complete company rebrand from brand positioning to identity system and a new global marketing campaign. The rebrand was enthusiastically received both by Shutterstock customers and contributors and lauded in the branding industry. [link](#)

##### Content Marketing (2013)

Looking for an edge in driving brand awareness, SEO and lead generation, relaunched the company's blog in 5 languages. This earned Shutterstock recognition as an early leader in the space with millions of organic pick-ups across the web and the industry's top portals and quadrupled blog traffic in less than a year. Labeled as a "must read" blog by Hubspot. Developed targeted content programs to reach key customer segments driving an increase of 550% referring domains, 300k page views per month, and an average of 10M media impression per branded posts, with feature content reaching over 100M impressions. [link](#)

##### Pixels of Fury (2012)

Conceived and launched Pixels of Fury, a live design competition that turns customers into heroes. Pixels of Fury has grown to become a global event with over 25 competitions in 3 countries. [link](#)

#### **Awards:**

American Graphic Design Awards - Best Use of Stock Photography  
Content Marketing Awards - Best Individual Corporate Blog - Gold Prize  
Strategic Video Awards WINNER - Customer Communication Category [link](#)  
Strategic Video Awards HONORABLE MENTION - Publicity Category [link](#)



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## **American Greetings Interactive**

2006 - 2011

### **Vice President Creative**

Los Angeles, CA (2008 - 2011)

AGI is the online division of American Greetings Corp. and oversees multiple brands in the online digital expression arena including AG.com, Blue Mountain, Egreetings, Kiwee.com, Jacquie Lawson, Webshots and Photoworks. These brands offer a wide range of products and content evolving with the new media space.

- Launched a multi-discipline innovation department
- Created a process for new product and content to drive business growth through consumer focused development
- Led staff of over 35 in 3 countries and 4 locations including LA, Cleveland, Madrid and Bucharest
- Provided creative leadership and strategy for various e-card brands with over 4 million subscribers
- Developed original creative that generated over \$15 million in revenue per year, achieved record subscriptions on key brands and dominated e-card sales in Facebook's gift store
- Initiated and managed office move and soundstage build out, increasing internal capabilities while saving the company over \$500,000.
- Oversaw development of the American Greetings iPhone app that was a top download in the iTunes App store and became an integral part of Apple's Christmas marketing campaign

#### **Notable Achievements**

##### **Just Wink (2011)**

Led the concept and development of Just Wink, a new brand and content approach for American Greetings. Targeting both the tone and digital lifestyle of Millennials, this native iPhone and Android mobile app allowed the consumer to send digital or physical cards. The app achieved both Staff Pick and top 10 app in the social network category in iTunes, and well as being featured on the main page of the Android Store.

##### **Office Relocation (2009)**

As the senior executive of Los Angeles office, was able to reduce infrastructure cost while expanding capabilities and maintaining the integrity of creative staff in the regional office, which resulted in over \$500,000 in cost savings for the company.

##### **Holiday Sales (2009)**

Increased subscription rate by 200% in 2009 holiday content, in the Seasons Greetings, New Years and Hanukkah categories.

### **General Manager & Creative Director, Kiwee**

Los Angeles, CA (2006-2008)

Kiwee.com was an American Greetings Interactive brand with the mission of providing customizable content for online self expression for the coveted 18-24 year old demographic. This included social networks, blogs, instant messaging and mobile phones. The platforms Kiwee supported included: Myspace, Facebook, Hi5, Orkut, Friendster, AOL Instant Messenger, Yahoo Messenger, MSN Live Messenger, and many more.

- Provided creative direction for content, marketing, branding and user interface design
- Developed marketing strategy for traffic growth and consumer engagement
- Planned and oversaw product development for new platform integration
- Conceptualized and produced all content and architected content innovation plans for Kiwee
- Oversaw Los Angeles Creative Studio for design, editorial, UX and animation with 15+ internal staff in addition to offshore production houses and a freelance pool of over 100 illustrators and animators worldwide
- Created Kiwee content and brand strategy that helped push site traffic to over 1.5 million unique visitors per day in less than 8 months from launch
- Managed over \$2M departmental budget
- Client liaison for sponsored and licensed content and brands

#### **Notable Achievements**

Launched company's first Facebook application SuperMegaWall. (2008)

Created and launched Inkblot, a fun and engaging Myspace application. (2008)

Initiated cause marketing for Kiwee on Facebook & Myspace in partnership with Social Vibe. (2008)

##### **Kiwee Toolbar Launch (2007)**

Created over 250 new pieces of interactive content in six weeks to support the launch of the Kiwee toolbar providing emoticons, winks and more for AIM, Yahoo Messenger and MSN Live Messenger.



Launched LA creative studio (2006)

In under 11 months I staffed the remote creative studio in West Los Angeles with 15 designers, animators and content developers.

The Webby Awards: Honorable Mention (2009)

AG used cutting edge video technology to create Greet-Rite, a first of its kind video greeting that allowed for a dynamically personalized card that integrated audio, video, and personalization. It used social network data and assets to create a truly one of a kind greeting.

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## **Warner Bros. Entertainment Group**

1995 - 2001

### **Director of Creative Services, Warner Bros. Online**

Glendale, CA (2001 - 2005)

Warner Bros Online (www.warnerbros.com) expands and maintains the global corporate and marketing initiatives of Warner Bros. Entertainment group and its core brands for all online and mobile content. This includes, but is not limited to Looney Tunes, Harry Potter, Scooby Doo, Hannah Barbera and DC Comics.

- Department head in charge of 2.1 million dollar departmental budget.
- Primary contact for client interaction and presentation of new large-scale projects & strategic initiatives
- Defined creative direction for creation & execution of all Warner Bros. Online product offerings (including: marketing, advertising, brands, business-to-business applications and games.)
- Define creative direction for all wireless content offerings for brand and theatrical properties including games, personalization content and applications.
- Oversaw design, editorial and production of online and print collateral.
- Conceptualized, pitched and execute external sales projects for such clients as the U.S. Army, GE and Coca-Cola.

#### **Notable Achievements**

HarryPotter.com (2004 & 2005)

Conceived, pitched and executed the re-launch of the official HarryPotter.com brand site, which had to be built and launched globally within four months. The site was praised publicly in such places as USA Today and Newsweek, but more importantly was welcomed by the client and the fans.

Warner Bros. Wireless Portal in Japan (2004)

Served as creative and marketing lead in the launch of WB's first wireless portal (foreign or domestic). Worked with regional creative teams to define the editorial/visual marketing and content.

3 Webby Worthy Awards (2005)

2 Movies.com Awards (2004)

### **Creative Director, Entertaimdom**

Burbank, CA (1999-2001)

Warner Bros.' first foray into online original programming with over 15 original shows, games and streaming live concerts. It was the largest portal of its kind with over 1 million unique visitors per month. Responsibilities included:

- Defining creative direction for all creative content and marketing materials.
- Directing the initial launch of Entertaimdom.com, an online content portal featuring over 15 channels of original content including: The God & Devil Show, Live Concert Series and many video and animated properties.
- Providing creative direction for all billboards, print ads and online marketing for portal and content promotion.
- Leading dept of 25+ staff members as well as developing the structure of an original animation dept.

### **Manager of Creative Services, Warner Bros. Online**

Burbank, CA (1998-1999)

### **Sr. Designer/Concept Illustrator, Warner Bros. Online**

Burbank, CA (1995-1998)

#### **Education**

1991-1994

Art Center College of Design BFA - Focus in illustration and entertainment

1989-1991

Carnegie Mellon University - Fine Arts Major