MATT BLACK

CREATIVE DIRECTOR | VIDEO & MOTION | HEALTHCARE STORYTELLING | PRODUCTION LEADERSHIP
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PROFESSIONAL SUMMARY

Creative Director and video production leader with 14+ years of experience developing visual storytelling, integrated campaigns, and motion content for global brands including AbbVie, Genentech, and Johnson & Johnson. Experienced in originating concepts and scripts, directing live-action production, leading editorial and animation workflows, and guiding projects from creative development through final delivery. Built and mentored creative teams, established scalable brand systems, managed complex production operations, and integrated emerging AI tools into production workflows.

CORE SKILLS

CREATIVE LEADERSHIP & STRATEGY: Creative Direction | Concept Development | Scriptwriting | Visual Storytelling | Art Direction | Team Leadership | Mentorship

VIDEO & PRODUCTION: Live-Action Direction | On-Set Creative Direction | Video Production | Editorial Direction | Motion Design | Animation | Talent Direction

HEALTHCARE & BRAND: Pharmaceutical Storytelling | Integrated Campaigns | Brand Systems | Brand Messaging | Social & Digital Content | Design Direction

CREATIVE OPERATIONS: Production Strategy | Scoping & Budgeting | Staffing & Resource Planning | Vendor Collaboration | Cross-Functional Reviews

TECHNOLOGY & WORKFLOWS: Adobe Creative Cloud | After Effects | Premiere Pro | Generative AI Workflows | Production Optimization

PROFESSIONAL EXPERIENCE

OMNICOM May 2021 – Present
Senior Motion Designer / Editor | Omnicom Production April 2025 – Present
Director, Video / Animation | FleishmanHillard May 2021 – April 2025

Transferred internally from FleishmanHillard to Omnicom Production in April 2025 following an organizational restructuring, adopting a standardized production title while continuing to lead creative development, video, motion, and integrated brand storytelling across global clients.

- **Developed original concepts, scripts, messaging, and visual storytelling for AbbVie** AEM and other pharmaceutical communications, directing video, motion, and social-first creative from concept through delivery.
- **Directed nationwide live-action production for AbbVie across FleishmanHillard and Omnicom Production**, collaborating on visual direction, talent, on-set execution, and post-production delivery.
- **Built and led FleishmanHillard's video and animation capability from one person to 3 full-time creatives and 3 regular freelancers;** oversaw hiring, performance reviews, mentorship, and interns.
- **Lead creative video and motion across global brands**, managing 4–8 concurrent Omnicom Production engagements and previously supporting multidisciplinary work for 20–30 client accounts annually.
- **Created scalable brand systems**, establishing AbbVie's first social motion guidelines and 20–30 reusable templates; reduced typical animation production from 4–8 hours to under 2 hours, with adoption across AbbVie and affiliates.
- **Led production operations and resource planning**, overseeing or advising on estimates, budgets, staffing, schedules, cross-team handoffs, and creative reviews across simultaneous engagements.
- **Expanded long-term campaign programs**, leading video and animation for U.S. Army Reserve's "Dual Pursuits" from an initial two-film assignment into a three-year program of 13 long-form films and 26 social cutdowns.
- **Integrated generative AI into video production**; for a successful Ferrero pitch, set visual direction and delivered 4 original films and 12 localized assets in 3 days while directing another editor.

Selected Clients & Campaigns: AbbVie, Genentech, Johnson & Johnson, Philips, Marriott, General Motors, Certified Angus Beef – High Steaks, U.S. Army Reserve – Dual Pursuits, CAT × MLS, Tork × Philadelphia Eagles, General Mills, Krispy Kreme.

MONUMENTAL SPORTS & ENTERTAINMENT | Motion Graphic Designer February 2017 – February 2021

Created high-volume motion design and live-event content across Monumental's professional sports and media properties.

- **Designed and animated thousands of in-arena assets annually across 28 LED displays**, developing an After Effects template system that reduced 28 individual display builds to 7 master compositions while maintaining coordinated arena-wide creative.
- **Helped develop seasonal and playoff motion packages for the Washington Capitals and Wizards**, producing a season-scale library of playoff assets in roughly one month and contributing player introductions, opener graphics, sponsorship activations, and arena takeovers during the Capitals' 2018 Stanley Cup championship run.
- **Led media-day direction for five professional sports franchises,** partnering with a senior producer on set to coordinate creative capture for post-production teams across the Capitals, Wizards, Mystics, Washington Valor, and Baltimore Brigade.
- **Provided informal creative leadership to junior animators** through onboarding, work review, technical mentorship, and stewardship of team-specific templates and brand standards.

Select Properties: Washington Capitals, Washington Wizards, Washington Mystics, Capital City Go-Go, Washington Valor, Baltimore Brigade, Citi Open, and Monumental Sports Network.

FREELANCE CREATIVE & DESIGN WORK | Various Clients January 2012 – Present

Independent creative practice spanning 20–25 clients across hospitality, nonprofit, small business, and other organizations.

- **Maintain a 14+ year creative partnership with Metropolitan Hospitality Group**, supporting branding, motion, digital, print, packaging, and ongoing creative needs across its portfolio of restaurant brands.
- **Develop brand identities and visual systems for businesses and organizations**, including logos and wordmarks, digital and print collateral, packaging, motion content, and other brand assets.
- **Created a comprehensive social graphics system for the National Academy of Television Arts & Sciences (NATAS)**, translating its established identity into a flexible, scalable package for digital and social content.

EDUCATION

Bachelor of Science (B.S.), Graphic Design | Full Sail University

TOOLS & PLATFORMS

Creative & Production: Adobe After Effects | Premiere Pro | Photoshop | Illustrator | Audition | Cinema 4D | Redshift

Generative AI & Emerging Technology: ChatGPT | Adobe Firefly | Runway | Google Veo | Kling AI | Seedance | Amazon Nova Reel | ElevenLabs