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Creativity at Work



Award-winning Creative Director, Executive Producer, Director and Corporate Visual Design Expert Matt Moore is always up for the challenge. With fifteen years of solid experience in the industry, Matt looks for creative opportunities where others find brick walls.

With an extensive client base in national trade associations, FORTUNE 500 companies, non-profit and public sector organizations, he has a fundamental understanding of what his customers need and how to over-deliver for maximum value and effect. Plus, he's just plain fun to work with. As a comedian and magician with decades of stage experience and a happy, positive, optimistic perspective, people enjoy the experience he creates, no matter what the job requires.

Available Full-Time or on Consultancy

WASHINGTON, DC METROPOLITAN AREA OR GLOBALLY VIA INTERNET/TELEPHONY

Personal Characteristics

- Highly Creative, with an innovative, practical approach to solution finding and execution
- Focused on results that can be dollarized and understood
- Motivated by client success
- Hilariously funny and easy to work with
- Powerful communications & writing skills that get to the point
- Comfortable throughout entire project life-cycle from initial pitch and proposal through production and final output
- Excellent in client-facing situations
- Strong team management background
- Experience with clients in a wide range of industries including manufacturing, technology, aerospace, hospitality, internet, medical, professional services, human resources, travel, construction, event planning, entertainment, design, theatrical production and non-profit.



Working on a video in the Colorado Rockies with blind mountain climber Erik Weihenmayer



Playing in the heavy machinery while directing a shoot at the Port of Baltimore



Directing a shoot for an Interactive CD-Rom to be used by the Convenience Store Industry

Professional experience

Creative Director, Leading Authorities Inc.

October 2003 - Present

Managed and directed the creative process, from script to screen. Managed crews as well as in-house talent and budgets up to \$200,000

Senior Producer/Editor, Leading Authorities, Inc.

October 2000 - 2003

Produced, directed and edited video, multimedia and web projects for a myriad of customers in multiple industries

Editor-in-Chief, S/N Magazine, International Magicians Society

June 2005 - Present

Developed, designed and produced a quarterly magazine for an international professional society; over 35,000 readers per issue

Video Producer/Designer, MicroStrategy, Inc.

June 1998 - October 2000

Worked within an award-winning team to create video, multimedia, television commercials and software interfaces

Marketing & Media Consultant, Tessada

June 1997 - June 1998

Provided critical media consulting support for the US Department of Transportation through a one-year contract

Manager of Market Development, National Concrete Masonry Association

February 1996 - March 1997

Managed a monthly magazine for the concrete masonry industry as well as related media projects to fulfill market development requirements

Producer, Creative Video of Washington

June 1994 - February 1996

Produced and directed live events and videos for trade associations and mid-size corporations

Freelance Design and Production

1991 - 1994

Learned a heck of a lot the hard way

COMPLETELY UNRELATED TO WORK Matt graduated from James Madison University in 1994 with a BA in Mass Communications, 3.8 Major GPA. He spends his down time with his wife and five kids, enjoying all that life has to offer and working to make the world a better place through charitable activities and performance opportunities. He plays guitar and dobro, fails miserably at oil painting, reads a phenomenal number of business books, authors blogs on cooking and fatherhood, volunteers as a Cub Scout leader and as a member of the Knights of Columbus, and looks for laughter in every opportunity.

AWARDS AND HONORS: Three Telly Awards • Grand Knight, Knights of Columbus, Council 12982 • Knights of Columbus Knight of the Year 2005 Eagle Scout • Distinguished Service Key, Alpha Phi Omega • Recognized by SERVE for producing the "Pure Magic" series of benefit shows to aid the homeless

“Matt, I love your work.”

Jill Cornish, Association Trends

“I truly appreciate your hard work and dedication to the project. You were very flexible with your time and pricing. Your creativity and professionalism are admirable and we value our relationship with you.”

Tricia T. Payne, for. Director of Meetings & Conventions, American Council of Engineering Companies

“Love the projects... they are exactly what I envisioned, and better.”

Eric Casey, Director of Marketing, National Business Travel Association

“You’ve certainly won awards around here.”

Rich Juliano, VP Legislative Affairs, American Road and Transportation Builders Association

“Matt... your work gets better every time I see it! You did a phenomenal job!”

Cici Thompson, Employee Relocation Council

“...Slick and Professional.”

The Associated Press

“This is really great, our members are going to love this.”

Jason Fellman, National Association of Convenience Stores

“I am so excited at the possibilities doing a project with you. You’re a great guy, Matt. Thank you very much.”

Nido Qubein, Founder, Great Harvest Bread Company and BB&T

“Matt, you’re awesome. Great work.”

Jack Canfield, Co-Author, Chicken Soup for the Soul series

“I am glad YOU are personally working on my project, I really appreciate it. You did a great job. The quality of work was outstanding and I enjoyed working with you. You’re a pro!”

Tim Sanders, Best-Selling Author of *The Likeability Factor*

“Thanks so much for your help. It looks GREAT!!!”

Roxanne Kerr, AlixPartners

“I have worked with Madison Avenue execs and I must say that the quality of work here is even better.”

Don Blohowiak, LeadWell

“I truly enjoyed working with you on the production of our General Sessions.

Your creativity and flexibility were first rate and your professionalism and hard work were beyond compare. Matt Moore is a true professional and team player.”

Elaine Rosquist, CMP, Executive VP, Destination Marketing Association International

“I just wanted to thank you for the work last week and just let you know how impressed everyone on the set was with you. Talk about multi-tasking! Directing the scene, actors unsure of their lines, demanding clients, and an extremely detail oriented script... it really is a testament to your inner strength and fortitude that you were able to pull it off without a hitch.”

Murray Pinczuk, Cameraman

“It was great working with you. You ooze creative energy... you show grace and professionalism under pressure and challenges... It was my pleasure to work with you. I like your style.”

Hayley Sterling, Producer, Associated Press