

# MATTHEW DAVIDOW

## ABOUT

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Creative and design leader with 14+ years of experience guiding high-impact, brand-driven marketing across global platforms and premium advertisers. Proven track record of building and managing multidisciplinary design teams, leading creative for large-scale, multi-channel campaigns, and partnering with top-tier brands to deliver compelling, results-driven work. Combines strong creative direction with data-informed decision making, translating complex business and technology goals into engaging visual stories that drive measurable growth.

## EXPERIENCE

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### Senior Creative Lead

Yahoo Inc. (formerly Verizon Media, AOL) | May 2012 – April 2026

Built cohesive, insight-driven creative that advanced brand story and ensured consistency across large-scale campaigns.

Directed visual execution across digital, social, video, experiential, and paid media, ensuring cohesive storytelling at scale.

Built and led a multidisciplinary team of brand, visual, and motion designers; mentored talent and elevated overall creative output.

Collaborated closely with marketing, product, and content teams to turn complex adtech solutions into clear, engaging creative.

Shaped and evolved brand systems to maintain consistency while pushing creative boundaries across diverse platforms and audiences.

Led critiques and reviews that raised the bar on craft, clarity, and effectiveness of all deliverables.

Partnered with external agencies and production teams to extend capabilities and deliver large-scale campaigns.

Presented concepts and strategic thinking to senior leadership and executive stakeholders, influencing direction and buy-in.

Advocated for design as a strategic driver, helping shape marketing direction through strong creative thinking.

## BUSINESS IMPACT

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- Led creative direction for integrated, multi-channel campaigns (up to \$2M), driving increased engagement and performance across digital, social, video, and CTV channels
- Developed and scaled creative systems and testing frameworks, improving campaign performance, production efficiency, and speed to market
- Streamlined workflows to support high-value RFPs (\$250K+), increasing pitch effectiveness
- Aligned brand storytelling with programmatic execution to drive results at scale

## CONTACT

- MDavidow11@gmail.com
- Baltimore, MD.
- linkedin.com/in/mdavidow11

## SKILLS

- Motion Graphics
- Video Editing
- Videography/Photography
- Graphic Design
- Adaptability
- Team Leadership
- Professional Communication
- People Management
- Partnership Building
- Creative Thinking
- Brand Storytelling
- Organized

## TOOLS

- Adobe Creative Suite
  - After Effects
  - Premiere Pro
  - Photoshop
  - Illustrator
  - InDesign
- Davinci Resolve
- Figma
- Canva
- GenAI Tools (multiple)
- Diverse Asset and Creative Management Tools

## EDUCATION

### B.S. Journalism and Mass Communication

University of Colorado, Boulder