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CORE COMPETENCIES

GRAPHIC DESIGN AND ARTS

Print Page Layout
E-book Layout
Photography
Photo Editing
Illustration
Web Design
Social Media Design
HTML Email Design
Large Format & Environmental
Merchandise and Package Design

MARKETING

Brand Management & Strategy
Communications Strategy
Content Marketing

SOFTWARE

Adobe Creative Cloud

InDesign
Photoshop
Illustrator
Lightroom
Dreamweaver
Premier
Acrobat Pro
Spark

Blackbaud

Raisers Edge NetCommunity
Raisers Edge NXT

Microsoft Office
Google Apps
Google Analytics

Platforms / OS

Windows, Mac, IOS
Constant Contact,
WordPress, WPbakery,
Elementor

EDUCATION

University of Minnesota, Twin Cities

Bachelor of Arts in Multidisciplinary Studies, Graduated Spring 2007 (Emphasis in Marketing, Human-Animal Relations, and Art)

Graduate credits in Marketing Strategy, International Journalism, and Primate Ecology

MATT WEHNER

As a multidisciplinary with both graphic design and brand strategy experience, I find I flourish in education-focused organizations. I do my best work when I feel that I am helping improve the future. I have been an in-house creative for many years and understand the specific challenges and efficiencies that type of organization sees. First, I managed brands and graphic design at one of the last completely free metro zoos in the United States, Como Zoo. Then, I focused on Graphic Design at Western Academy of Beijing.

EXPERIENCE

2018 – PRESENT: WESTERN ACADEMY OF BEIJING

2018 – present: Graphic and Digital Design Specialist

After a move to Beijing, I was given an opportunity to focus on my Graphic Design skills.

- Designed logos for sporting events, graphics for school events, concepts for school merchandise, and visuals supporting communications.
- Created print and electronic yearbooks.
- Created a graphics campaign that welcomed students back, both on-line and in-person, after a challenging 2019 – 2020 school year.
- Stepped in as the school photographer when border closings stalled the return of some staff.

2007 – 2018: COMO FRIENDS

Upon completing a marketing internship with Como Park Zoo and Conservatory, I moved into an administrative role within its fundraising organization, Como Friends. I quickly used my multidisciplinary background and expanded the role to include Graphic Design and Marketing.

2017 – 2018: Graphic Design and Brand Manager

After implementing a brand strategy, I became steward of the Como Friends brand.

- Designed publications that visually affirmed branding and achieved quality that rivaled output of other zoos and non-profits with much larger budgets.
- Documented Como Zoo and Conservatory in photographs of thriving animals, blooming gardens, and people of all ages learning about the natural world.
- Curated all content and constructed all visuals for www.comofriends.org, making it a central hub for all Como Friends' communications.
- Coached colleagues in brand strategy and helped them achieve projects that harmonized with the Como Friends brand.
- Maintained Como Friends' editorial calendar.
- Managed projects with teams including freelance writers, freelance designers, and print vendors and kept all projects on-brand and on-deadline.
- Collaborated with a board-level Strategic Communications Committee to better quantify and further improve marketing efforts.

2013 – 2017: Graphic Design and Marketing Manager

A 5 year strategic plan created by the Board of Directors called for a strengthening of the Como Friends Identity. I eagerly brought my design skills and marketing knowledge to this new role to achieve that goal.

- Completed a brand strategy with KNOWN Branding that gave the organization's visual designs more intention, and improved brand awareness.
- Refreshed all Como Friends graphics using the new brand strategy, including: quarterly newsletters, membership materials, stationary, invitations, brochures, business cards, large format signs, HTML email templates, Gift Store identity, and fundraising events logos.
- Partnered with web developers and a freelance writer to create www.comofriends.org.
- Coached colleagues in brand strategy and helped them achieve projects that harmonized with the Como Friends brand.
- Transitioned the communications strategy towards a content marketing model.

2007 – 2013: Development and Communications Associate

Learned the fundamentals of fundraising and customized graphics design and communications.

- Managed a fundraising program centered on donor engraved bricks.
- Created a visual identity for a public phase of a \$18.8 million capital campaign and designed all related brochures and signs.
- Designed the Como Promo, the organization's first e-newsletter.
- Designed quarterly newsletters, signs, event invitations, and other projects.