



Matthew Rayel
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Summary

7+ years of experience in web design, graphic design and marketing; Has established trust and great rapport with both teammates and clients; Delivers high quality solutions, on time and within budget; Named CB Richard Ellis "Staff Person of the Year" for 2005; Adds value to the company by striving for the most efficient workflow possible.

Experience

12.07 – present

CB Richard Ellis, Boston, MA

Marketing Project Manager

- Work closely with Partners, Managing Directors, Art Director, and other heads of the company to make efficient, practical solutions for marketing deliverables
- Created the process and now supervise and give technical support to all HTML email marketing campaigns
- Oversee content and give technical support for CBRE's multi-office internal television syndication
- Established and maintained excellent relationships with vendors in the print and photography industries.

12.06 – 12.07

Graphic/Web Specialist

- Produced a multitude of print, web, and email marketing materials for new business development, and property sales and leasing
- Aided in the production of custom CBRE (Google) Earth presentations and determined the best workflow for updating and producing further presentations
- Initiated and aided in the completion of the department wide (New England) upgrade from Quark 6.0 to InDesign CS2 and Adobe Creative Suite

01.04 – 12.06

Marketing Associate

- Assisted internal clients with presentation material for new business development, and property sales and leasing
- Created internal webpage to aid in management of 100+ HTML formatted email marketing campaigns

04.02 - 07.03

New Wave Industries Inc., Newington, CT

Web Designer

- Provided web needs for a five man operation that worked with 10-20 clients a month
- Designed and developed front-end website interfaces and Flash site introductions for companies in New England. Larger clients included Adam's Grocery Store, DigSafe, Bozzuto's Inc., and Connecticut Water
- Branded CTPhoneBook.com successfully by positioning them as a leader in online advertising and produced a 26 page media kit for their direct mail and online distribution

Computer Skills

Accustomed to both Windows and Mac OS X operating systems.

Adobe CS3: InDesign; Photoshop; Dreamweaver; Illustrator; Acrobat; Bridge; InCopy

Web: HTML; XHTML; CSS; Action Script 2.0

Microsoft: Word; Excel; PPT; Outlook

Other: Flash Decompiler 2.0; Swift 3D; Swift Chart 3 Pro; Audacity; QuickTime; Quark Xpress 6.0; Google Maps; Google Earth

Education

1998 – 2002

B.F.A. Graphic/Information Design

Central Connecticut State University, New Britain, CT