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hello

I'm Matt Byerly!

Award-winning creative lead with more than 20 years of experience in brand management, art direction, web development, and marketing strategy within the higher education marketplace.

Education

2011

CERTIFICATE IN WEBSITE DEVELOPMENT

Illinois Institute of Art | Chicago, IL

1997-2001

COLUMBIA COLLEGE CHICAGO

Emphasis in Graphic Design | Chicago, IL

Software Skills

Photoshop

Illustrator

InDesign

Figma

Wordpress

Prismic

Hubspot

Google Suite

MS Office

Work Experience

FEB 2022 - OCT 2023

Net Natives
Brooklyn, NY (Remote)

VICE PRESIDENT OF MARKETING

As the Vice President of Marketing, I reported directly to the Chief Growth Officer and held the role of global marketing manager, with a dedicated emphasis on fostering growth in the US sector. My leadership extended to encompass the oversight of brand management, communications, event and conference management, as well as spearheading new business initiatives.

Key accomplishments include:

- Created a robust global marketing strategy – resulting in a 20% increase in web traffic and lead generation; fortifying our market position
- Successfully launched the agency's new website – enhancing our digital presence and customer engagement
- Maintained a 45% bid-win-rate within the competitive US sector
- Secured three new key clients in 2022 – each with annual spending surpassing the \$1 million mark
- Transformed Net Natives' annual event, Think Student Live, to cater specifically to the US market
- Earned a series of coveted speaking engagements at several influential conferences, including the AMA Symposium for the Marketing of Higher Education, NAGAP, and #HashtagHigherEdUS



My portfolio is available at: byerlycreates.com

Expertise



Awards

2014 | PEOPLE'S CHOICE "BEST HOMEPAGE"

Northeastern's new website won an eduStyle Award for best homepage. As NEIU's Creative Director, I art directed the project.

2011 | GOLDEN TRUMPET AWARD

After redeveloping NEIU's Alumni magazine, *In Common*, it earned a Golden Trumpet Award from the Publicity Club of Chicago

References

MIKE DIZON

Chief of Staff | LPL Financial

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MIKE HINES

Assistant Vice President | Northwestern

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JENNIFER LONCHAR

Chief Growth Officer & Co-Founder | Ambio Edu

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MURRAY SIMPSON

Vice President of Growth | SimpsonScarborough

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Work Experience (Continued)

FEB 2021 - FEB 2022

Northeastern
Illinois University
Chicago, IL

INTERIM CHIEF MARKETING OFFICER

As a senior advisor to the President, I led the Division of Marketing & Communications at Northeastern Illinois University, overseeing branding, internal/external communications, public relations, creative initiatives, and the University website.

Key accomplishments include:

- Managed an annual marketing budget over \$1 million dollars
- Utilized psychographic research and competitive insights to develop the university's brand platform, "Break Barriers"
- Served as a voting member on the President's Executive Cabinet
- Directed crisis communications in partnership with university administration and divisional directors
- Served on the internal task force to steer the university through Covid-19 challenges – demonstrating adaptability and strong leadership in uncertain times

JAN 2008 - FEB 2021

Northeastern
Illinois University
Chicago, IL

CREATIVE DIRECTOR & GRAPHIC DESIGN MANAGER

As the head of brand strategy at Northeastern, I spearheaded a transformative overhaul of our brand identity while also reshaping the institution's strategic communications. My responsibilities extended to providing art direction for pivotal university campaigns and steering high-impact marketing initiatives aimed at enhancing enrollment and overall awareness.

Key accomplishments include:

- Redeveloped Northeastern's official logo and mascot
- Created new identity and brand standards for the institution; wrote, launched, and upheld Northeastern's inaugural brand policy
- Spearheaded the design and development of NEIU's current website, resulting in *Forbes* recognition and the prestigious eduStyle People's Choice Award for "Best Homepage"
- Lead the strategy, design, and launch of a new admissions microsite – resulting in a 42% increase in page views and a 9% rise in application completion.
- Revamped the Alumni magazine, *In Common* – the publication earned a Golden Trumpet Award from the Publicity Club of Chicago
- Partnered with Enrollment Services to implement Slate; provided strategic leadership on NEIU's lead generation and nurture campaigns

JAN 2002 - JAN 2008

Northeastern
Illinois University
Chicago, IL

GRAPHIC DESIGNER

As the lead designer for the university, I worked on a number of high profile annual projects including advertising and recruitment campaigns, and the institution's student viewbook.

2007 - 2015

Columbia College
Chicago, IL

ADJUNCT PROFESSOR, ART & DESIGN

As an Adjunct Professor, I taught a variety of courses including Graphic Design, Publication Design, and Portfolio Development.

MAY 1999 - APR 2004

Oncall Interactive
(RDI Connect)
Chicago, IL

GRAPHIC DESIGNER & ILLUSTRATOR

In this position, I had the privilege of creating award-winning website designs and interactive DVDs for prominent corporations, including McDonald's, Harley Davidson, and ChildU.