

MATT ROSECRANCE

Knoxville, TN | (404) 788-8999 | rosecrance@me.com | mattrosecrance.com | linkedin.com/in/rosecrance

CREATIVE DIRECTOR

Visionary creative leader with a proven track record of driving agency-wide creative vision and delivering impactful campaigns across digital, social, and traditional platforms. Passionate about uncovering “big ideas” that resonate globally, leveraging cultural and market insights to craft storytelling that connects with audiences meaningfully. Skilled in leading multidisciplinary teams, mentoring talent, and fostering collaboration across strategy, concept, and execution. Adept at translating strategic goals into compelling creative solutions that drive brand equity, engagement, and measurable success. Dedicated to pushing creative boundaries while maintaining excellence in every detail to inspire meaningful, award-winning results.

CORE COMPETENCIES

Creative Leadership & Team Mentorship | Integrated 360 Campaign Development | Stakeholder Collaboration & Presentations | Brand Strategy & Narrative Development | Aesthetic Vision & Brand Consistency | Insights-Driven Storytelling | Digital & Social Media | Trend Awareness & Innovative Problem Solving | Visual Identity & Messaging | User-Centered Design & Audience Insights | Market Insights & Research | Multidisciplinary Team Management

TECHNICAL SKILLS

Adobe Creative Suite (Photoshop, Illustrator, InDesign, After Effects) | Final Cut Pro | HTML/CSS | Microsoft Office (PowerPoint) | Google Workspace (Slides) | Project Management Tools (Asana, Airtable)

PROFESSIONAL EXPERIENCE

Warner Bros. Discovery, Knoxville, TN

April 2022 – August 2024

Creative Director, Courageous Studios

Led a creative team in transforming advertisers into storytellers through innovative design and campaign strategies for HBO Max and Discovery+. Collaborated with cross-functional teams, including sales, marketing, strategy, product, and network teams, to align creative execution with goals and deliver audience-resonating campaigns across all platforms.

- Directed 929 unique streaming ad product activations across 17 innovative formats on HBO Max and Discovery+, contributing to over \$134.8 million in ad revenue while elevating the user experience.
- Developed new advanced ad formats and standardized existing offerings, integrating product user insights and emerging industry trends to deliver a more cohesive, premium viewing experience across both platforms.
- Served as the primary design liaison supporting both sold campaigns and custom mock requests to enhance client satisfaction, converting un-sold inventory into new ad opportunities and driving additional revenue.

Discovery Inc, Knoxville, TN

March 2018 – April 2022

Creative Director, Global Creative

June 2019 – April 2022

In a brand-building position, strategically leveraged deep expertise in digital advertising, design systems, and content creation across all media channels. Collaborated closely with clients to define creative strategies and guide the team in delivering high-quality design solutions.

- Designed and created a suite of 8 advanced streaming ad products for the premier launch of Discovery+, driving 331 campaigns that generated \$148.1 million in total revenue and \$38.2 million in attributable ad revenue. Incorporated user and cultural insights into these formats, achieving CPM premiums averaging +112%.
- Ideated and executed a global brand campaign for Discovery+, selected from multiple proposals for its compelling big idea. This multi-platform strategy, leveraging digital, social, and traditional media, boosted sign-ups to 20 million subscribers before the first anniversary, establishing a strong brand presence in key markets.
- Led multidisciplinary design teams to create cohesive campaigns reflecting Discovery+ brand consistency and market positioning. Presented strategies and design solutions to global stakeholders, fostering alignment and trust while mentoring team members to achieve exceptional creative solutions.

Discovery Inc, Knoxville, TN

Design Manager, Digital Brand Creative

March 2018 – June 2019

Expanded departmental capabilities by engaging newly integrated brands post-merger, strengthening creative operations and ensuring a smooth transition in service offerings.

- Oversaw advertising and marketing projects, leading internal teams and collaborating with vendors to deliver seamless, brand-aligned campaigns that met business objectives.
- Edited and produced all video projects, functioning as an in-house production company for sponsored content, social media, and commercials, while ensuring high production standards and brand alignment.

Scripps Networks Interactive, Knoxville, TN

October 2009 – March 2018

Design Manager, Creative Services

June 2012 – March 2018

Directed multidisciplinary teams in the design, front-end development, and post-production of custom marketing and advertising solutions for the digital Food Network brand.

- Shaped ad experiences across interactive media platforms by providing strategic direction for scalable, cross-site, and cross-platform solutions.
- Partnered with clients, sales, and marketing teams to transform RFPs into effective 360-degree brand extensions.

Senior Designer, Creative Services

October 2009 – June 2012

Led design efforts for the Interactive Creative Services group, delivering creative solutions for multiple projects while mentoring team members in a fast-paced digital environment.

- Designed custom components for advertorials, integrations, sweepstakes, custom content, social executions, and media across various platforms, ensuring seamless brand alignment and execution.
- Created advertiser-specific pitch materials and sales support tools, including B2B websites, brand identities, and marketing presentations, to drive client engagement and revenue growth.

ADDITIONAL PROFESSIONAL EXPERIENCE

BigBark Studios, Knoxville, TN

Present

Creative Director, Owner

Founded and lead an independent creative practice partnering with mission-driven organizations, brands, and agencies to deliver strategic brand, campaign, and content solutions. Serve as a senior creative advisor across storytelling, concept development, and design direction, guiding multi-platform work from initial strategy through final delivery for clients including Fubo, Walmart, Chick-fil-A, General Motors, NYC Childcare Navigator, Ripley's Aquarium of the Smokies, and Safe Harbor Development.

EDUCATION

The Atlanta College of Art

Bachelor of Fine Arts (BFA), Graphic Design and Advertising

- Awarded Best Senior Portfolio
- Recipient, The Forward Arts Foundation Scholarship of Highest Distinction (sole recipient; full tuition)
- Presidential Scholar (four-year recipient; 3.75 GPA)
- Selected to collaborate with Erik Spiekermann, founder of MetaDesign