

THIS SIDE DOWN

or. EXPERIENCE

2021 - Present

Burn a Light Productions - Senior Art Director / Video Editor

- Manage and develop creative concepts and designs that align with client needs and provide guidance on design-related issues throughout the process.
- Assemble and edit a variety of video content including social, short form content, and documentaries.
- Develop and maintain the current brand look & feel across all channels and make sure it aligns with brand mission.
- Lead internal brainstorming sessions and creative workshops to inspire continued creativity within the team.
- On-set production including assistant DP and sound engineer.

2019 - 2021

Toaster - Associate Creative Director

- Led the YouTube Creators marketing team on outbound campaigns, including new product launches, email campaigns, social and on-platform notifications to increase awareness and grow retention.
- Worked with YouTube stakeholders, including PMMs, Creative Director of Brand and other marketing clients to align with the Creators team marketing goals and support daily operations.
- Align with current YouTube brand Guidelines but also be able to add and bend guideline rules when appropriate for specific campaigns.

2012 - 2019

Swirl / McGarryBowen - Senior Art Director

- Managed day-to-day projects, guiding them to completion, and collaborated with clients, team managers and production to ensure that work is of the highest quality.
- Edited various types of videos for B2B and B2C campaigns.
- Led multi-tiered campaigns from initial concept to final execution in a wide variety of mediums, including social, web, video content, email marketing, brand activations and print.

2008 - 2012

DDB - Art Director

- Worked on projects from conception through to completion, collaborated with clients, team managers and production to ensure projects meet goals and drive desired results.
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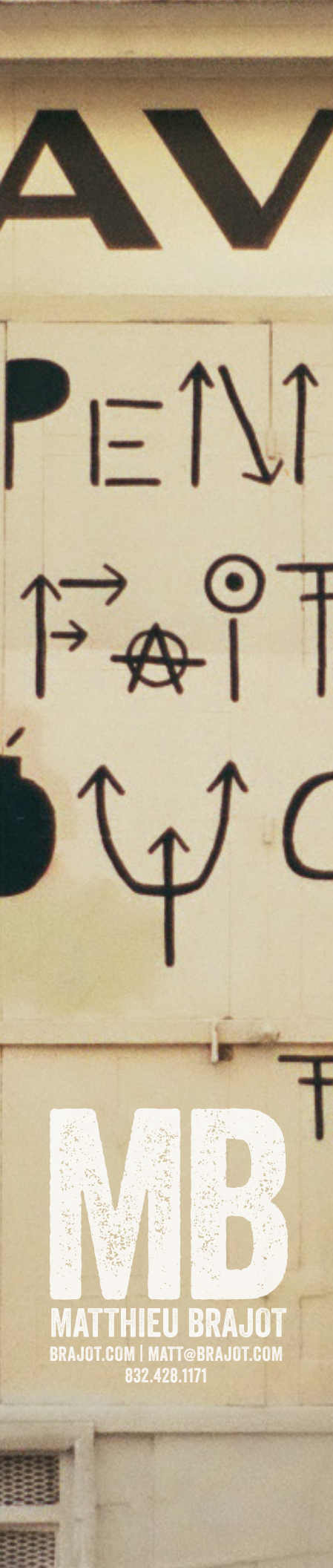
AUX. JACQUES POINT

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BRAJOT.COM | MATT@BRAJOT.COM

832.428.1171



02. AWARDS/ACHIEVEMENTS

2023

The Unencumbered Life of a French House Fly: Best Documentary at Cape Town Squad International Film Festival. Official selection at Leiden IFF, New Zealand Web Fest, South Pacific FF and Best Short Fest

2022

The Ruth Brinker Story: Official selection at SCAD Film Festival, Tel Aviv Film Festival, Cleveland International Film Festival, AmDocs Film Festival, Sebastopol Film Festival, SF DocFest, Southside Film Festival

2018

Graphis Advertising Annual

2017

Webby Awards Nominee

2011

AIGA Cause/Effect 2nd place

2009

Cannes Silver Lion & Bronze Lion

One Show Silver

2008

Young Guns Finalist

Communication Arts Advertising Annual

Logo Lounge V.5

03. EDUCATION

Texas State University at San Marcos

BFA Communication Design

BFA Photography

04. CLIENT LIST

YouTube, Intel, Clorox, eBay, Pine-Sol, PG&E, Green Works, YMCA, Juniper, Cricket Wireless, Cool Effect, Klaviyo, Flexport

05. SOFTWARE

Adobe Photoshop, Illustrator, InDesign, Premiere, Figma, G Suite

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