

# Matthew Liebl

Interactive designer and developer with over 10 years of experience in digital media, online advertising, and content creation.

3776 NW 8th Street  
Delray Beach, FL 33445  
(561) 350-0218  
[m.liebl@rocketmail.com](mailto:m.liebl@rocketmail.com)  
[www.MatthewLiebl.com](http://www.MatthewLiebl.com)

## EXPERIENCE

### **Playwire Media, Florida** — *Interactive Developer, Creative Services*

January 2022 - Present

- Design and develop a variety of custom rich-media ad units for integration across Playwire's network of sites including interactive videos, in-app playable interstitials, first-to-market executions, and more
- Take an execution from concept to launch while making design and functionality revisions as necessary
- Collaborate with internal sales team to create proof of concepts and develop prototype mocks for potential future campaigns
- Participate in creative kick-off calls with the sales team and clients to coordinate production timelines, establish deliverables, and answer any campaign-related questions.

### **Playwire Media, Florida** — *Interactive Designer, Creative Services*

January 2019 - January 2022

- Collaborated with the creative team to conceptualize and design ad creates for ad campaigns spanning a range of vertical
- Designed rich media ad units for web and interactive mediums
- Created mocks and prototypes for the internal sales team
- Produced sales and marketing materials including website graphics, sales and campaign wrap-up decks, event collateral, and more

### **Playwire Media, Florida** — *Video Producer, Creative Services*

November 2016 - January 2019

- Produced editorial, marketing, and promotional videos for Playwire and direct clients
- Supported ongoing production and editing of long and short-form video content

## SKILLS

**Content Creation & Editing**  
(Written/Graphic/ Video)

**Graphic Design**

**Video Production**

**Public Speaking**

**Leadership Experience**

## SOFTWARE & CODING

**Adobe Creative Suite**  
(Photoshop, Illustrator, Premiere, and, After Effects)

**Celtra Ad Builder**

**HTML, CSS, and JavaScript**

## REFERENCES

**Michael Meredith**  
Design Manager of Social, CBS  
(561) 703-2567

**Michael Splechta**  
Video Producer, Playwire Media  
(561) 703-2567

**Jonathan Trevisani**  
VP of Ad Ops, Playwire Media  
(954) 812-9220

## EDUCATION

**University of Central Florida**  
Bachelor of Arts in Digital Media  
- Interactive Systems