

Matthew Liebl

(561) 350-0218 | m.liebl@rocketmail.com | MatthewLiebl.com | Delray Beach, FL

PROFESSIONAL SUMMARY

Creative Performance Strategist & Interactive Developer with 10+ years of experience bridging the gap between high-end design and data-driven results. Expert in building rich media ad units (Celtra, HTML5) with a proven track record of translating complex client brand assets into interactive, high-performance digital experiences.

TECHNICAL SKILLS

- **Creative Technology:** Celtra Ad Builder, HTML, CSS, JavaScript, Phaser HTML5 Framework.
- **Design & Video:** Adobe Creative Suite (Photoshop, Illustrator, Premiere, After Effects).
- **Strategy:** Interactive Storytelling, Performance-Driven Design, Ad Operations, RFP Strategy.

PROFESSIONAL EXPERIENCE

Playwire Media | *Interactive Developer, Creative Services*

January 2022 – Present

- Design and develop custom, high-impact ad units for Playwire's network, including interactive videos, site takeovers, and in-app playable interstitials.
- **Conceptualize and build interactive 'playable' units that consistently achieve 10-12% engagement**, significantly outperforming industry benchmarks.
- Develop high-fidelity Photoshop mocks and interactive prototypes, streamlining the creative approval process and reducing production turnaround time.
- Serve as the technical lead on creative kick-off calls, advising global brands on how to strategically adapt assets into high-engagement formats.
- Optimize client assets into high-performance environments (Fortnite, Roblox, In-App), ensuring creative integrity while maximizing platform interaction.

Playwire Media | *Interactive Designer, Creative Services*

January 2019 – January 2022

- Collaborated on ad campaigns for global brands including **McDonald's, LEGO, Hasbro, and Pokemon**.
- Produced sales and marketing materials, including **RFP proposal decks, product one-sheets, and campaign wrap-up decks**.
- Designed rich media ad units for web and interactive media, focusing on brand consistency and user engagement.

Playwire Media *Video Producer, Creative Services*

November 2016 – January 2019

- Produced editorial and promotional video content for direct clients and internal marketing.
- Managed the end-to-end production and editing of long and short-form video assets.

CERTIFICATIONS & EDUCATION

- **Google Digital Marketing & E-commerce Professional Certificate**
- **Bachelor of Arts in Digital Media - Interactive Systems** | *University of Central Florida*