# BETSY MATZ

Creative and communications executive with a diverse background in brand, business and marketing strategy and hands-on experience across content, design, experiential, and product development. A marketing generalist with agency and in-house experience, I bring a strong growth mindset, executive presence, and people-first leadership style. I excel at building teams, creating clear systems, and leading by example—while keeping a "no job too small" attitude and a collaborative, human approach.

## CONTACT


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## EDUCATION

Boston University
M.F.A. Painting
2010 - 2012

California Institute of the Arts
B.F.A. Production Design
1998-2002

## EXPERTISE

Creative + Brand Strategy

Event / Experience Design + Production

Content Creation – *all platforms*

Product Design + Commercialization

Systems + Team Integrations
*especially cross-functional*

## INTERESTS

Beaches
Tennis
Party Planning
Art
Family
Travel

## EXPERIENCE

**Nugget Comfort, LLC**, Aug 2022-present
***Vice President of Creative Service and Product Design and Development***
www.nuggetcomfort.com
Acting Creative Officer and member of Executive Leadership Team for DTC SME assembling and selling consumer products in the US and Canada

- Built in-house creative agency capabilities. Led development and production of high-volume and high-impact content across owned, paid and earned with average ROAS of $7-9 (paid) and attracting 570K IG followers (owned)
- Led product design and development. Created 36 month pipeline strategy; managing robust line extensions program (including licensed product) while delivering pivotal new products at 50%+ margin and based on insights and research
- Reported directly to Founder/CEO. Served on Executive Leadership Team. Consulted on key decisions including…..lorem

**Czarnowski dba Public School Creative Agency**, Mar 2017 – July 2022
***Vice President of Experience Production***
www.Public-School.com
www.Czarnowski.com
Head of Experience Production for globally reknown events and experiential collective servicing high profile clients across multiple verticals and many industries.

- Leadership and management of a diverse team of creatives, designers, producers and account leads including fiduciary management of 50M+ budgets annually
- Creative, production and administrative strategy to optimize work and cross functional workflows and build agency + brand communication and relationships
- Program Strategist, Executive Producer and Executive Speechwriter for high profile account (Agency of Record, 25-40M/year in Press and Corporate Events)

**Kids 2**, Feb 2015 - Mar 2017
***Director Video/Digital Content Production***
Responsible for every aspect of the video content strategy, art direction, development, production and publishing at a leading children's gear and toy company.

- Executive Creative Producer on 100+ videos and commercials
- Creative, Production and Brand support for relaunch of Baby Einstein

**Mattel, Inc.**, Jan 2011 - Dec 2015
***Sr. Creative Producer***
Creative Producers in Mattel's World Wide Trade Show Services (WWTSS) Division concept, design and oversee the build and installation of events and productions of all sizes across Mattel's portfolio of brands.

- Understand and support marketing objectives of billion-dollar brands such as Barbie, Hot Wheels, Fisher-Price and Thomas the Train.
- Discovery, strategy, production design, event management, budgeting, coordination of vendors and support teams: start-to-finish development and execution of content, environments and events around the world.

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## SKILLS

Adobe Creative Suite *including photo retouching + video editing*
Microsoft Office Suite
Generative AI + Automation
Data / Insights Analysis
Sales - Net New + Growth
Pitches + Presentations
Negotiations + Contracts
Time / Timeline Management
Budgeting
Drawing + Painting

## ACCOLADES

GM SUPPLIER OF THE YEAR
Czarnowski
2020

EVENT MARKETER
EX AWARD
Winner- Pop Up Retail / Mercedes-Benz
2019

DISTINGUISHED ALUMNI
California Institute of the Arts
Field of Production
2018

**Life Pacific University**, 2007-2012
**California Institute of the Arts**, 2020-2022
Adjunct Professor- Arts and Media Department
Curriculum planning and classroom teaching for foundational art, design and media studies for 100-400 level majors and non-majors.

- Instruction in drawing, painting, sculpture and digital mediums
- Facilitation of independent studies (for credit) for advanced majors
- Part of inter-disciplinary faculty advisory board for Arts and Media Program

**KidsArt Studio**, 2003-2010
Owner/ Director
Founded and directed (2) private Fine Art studios in greater Los Angeles, providing instruction for thousands of students aged 4 years to adult.

- Classes, workshops and camps in drawing, painting, ceramics, sculpture animation, anime year-round in private, semi-private, class and art party settings. Expanded curriculum for application in public and private school settings for grades K-8.
- Managed all aspects of studio operations: curriculum development, quality control, leases/contracts, legal, insurance, staff management, training and evaluation, marketing/PR, sales and finance management.

**Freelance Production Design / Art Department**, 1998-2011
20th Century Fox, Nickelodeon, MTV, Lucid Shoot (David LaChapelle Studios), HGTV, Bravo Network, Project Greenlight, more.
Art direction/design/production for a range of verticals including music videos, fashion and celebrity photography, feature films, live theatre and opera, trade shows and visual merchandising.

- Notably worked 2002-2004 for David La Chapelle as Assoc Art Director under Production Designer Kristin Vallow ("Dirrty" Christina Aguillera, "Outtthaway" The Vines, "This Train Don't Stop Here Anymore" Elton John/Justin Timberlake, Mila Jovavich for L'oreal, Siemens US/UK campaigns more)

## REFERENCES

**Maria Lopez-May**
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**Erin Stephenson**
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