



Matt Grogan

Brand Strategist • Senior Marketing Leader • Creative Director • Brand Manager

MATTGROGAN.CO – Website & Portfolio

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As a brand strategist, marketing leader, and business owner, I utilize my expertise in business acumen, marketing, and design thinking to address complex business challenges. My experience in creative direction, design, business strategy, marketing communications, and organizational leadership enables me to assemble and lead cross-functional teams that develop authentic marketing strategies that yield measurable business outcomes.

EXPERIENCE

CO-OWNER • NIGHT & GALE – 2023-PRESENT NIGHTANDGALESPA.COM

- Led brand development from concept to execution, creating a cohesive identity blending historical influence with modern design.
- Managed brand implementation across interior design, website, and print materials to ensure a consistent experience at every touchpoint.
- Designed brand solutions balancing elegance, functionality, and luxury across physical and digital spaces.
- Created a pricing model for services and products, along with supporting collateral to promote cross-selling and upselling.

CHIEF MARKETING OFFICER • S&T COMMUNICATIONS – 2019-2023 STEL.COM.COM

- Led marketing strategy across four brand divisions, from planning through execution and performance tracking.
- Directed product and brand positioning, messaging, and integrated campaigns as Creative Director.
- Partnered with leadership on market research, pricing, product marketing, communications, advertising, and public relations.
- Restructured the company's products into four separate brand divisions and created identity and communication standards for each division.
- Led the marketing and sales teams, restructuring both to better serve the four brand divisions.

BRAND SPECIALIST (FREELANCE) • ELEVATION DESIGN CO – 2015-PRESENT ELEVATIONDESIGN.CO

- Designed brand identities for clients in the economic development and tourism industry, including logos, brand standards, and visual identity systems.
- Developed and executed integrated ad campaigns and creative assets across digital and print channels.
- Designed and delivered websites for economic development and tourism clients, ensuring alignment with brand strategy and business objectives.

ART DIRECTOR • ATLAS ADVERTISING – 2015-2017 **NO LONGER OPERATING*

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RECRUITER • UNITED STATES MARINE CORPS – 2004-2013

- Gained expertise in effective communication, sales prospecting, need exploration, satisfaction, and closing deals through certified sales training by Achieve Global
- Successfully recruited qualified individuals by leveraging interpersonal and networking skills at recruitment events, career fairs, and educational institutions
- Guided candidates through the complete recruitment process including screening, interviews, tests, and background checks while addressing their concerns.

EDUCATION

Master's of Arts in Communication Management • University of Denver – 2023

Associates of Arts in Graphic & Web Design • The Art Institute of Colorado – 2015

Bachelors of Science in Business Management • Western Governors University – 2013

SKILLS

- **Brand Strategy & Positioning** • messaging frameworks • customer/market insights
- **Marketing Strategy & Rollout** • integrated campaigns • paid/owned/earned planning
- **Creative Direction** • brand identity systems • art direction • design production
- **Business Management** • pricing/offer strategy • budgeting • performance analysis
- **Team Leadership** • cross-functional collaboration • stakeholder management
- **AI-Enabled Workflows** • rapid ideation • accelerated content/design iteration

MILITARY SERVICE

Completed four deployments, including three in combat zones, serving in Operation Iraqi Freedom (Iraq), Operation Enduring Freedom (Afghanistan), and Operation Epic Fury (Iran). Led troops in demanding conditions and developed strong organizational management, operational discipline, and personal leadership skills under pressure.



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