

# Matthew B. Upton

2011 Arden Ave #A105 - Highland Ca, 92346 - 909.835.2230 - matthew@mupd.net - MUPD.net

## Education

**California State of San Bernardino**  
BA: Graphic Design Marketing  
2010 - 2012

**Crafton Hills Community College**  
AA: Liberal Arts  
2007 - 2010

## Achievements

Cover of the SUN news paper  
Volunteer Service -

Cover of the Redlands Daily Facts  
Volunteer Service -

The President's Volunteer Service Award

Congress of the United States  
letter of congratulations  
Volunteer Service -

The White House  
Letter of Congratulations

United States Senate  
Letter of Congratulations  
Volunteer Service -

## References

Casey Coughlin - SoCal Suetrucks "Owner"  
909.383.5454

Jay Dermircift - Puzzle Zoo "Owner"  
951.662.1776

Anthony Greco - Target Supervisor  
909.307.1602

Dave Jaffe - RCC Supervisor  
909.798.7579

## Work

### PhotosDLite

Oct, 2015 - Oct 2016

### SoCal SuperTrucks

Apr, 2014 - Nov, 2014

### Puzzlzoo

Nov, 2013 - Jan, 2014

### MUPD

Jul, 2011 - Present

### Target

Jun, 2008 - Nov, 2013

### Manger

Scheduling, Graphic Designer, Photographer,  
Marketing and all daily operations.  
Murrieta, Ca  
951.301.4000

### Graphic Design and Marketing

All Graphic Design elements from stationary  
supplies to magazine and online advertising.  
San Bernardino, Ca  
909.383.5454

### Product Photographer

Photographed products for the stores. website  
and advertising.  
Glendora, Ca  
909.592.8536

### Freelance Photographer & Designer

Commercial, Portrait, Wedding, Music and Apparel  
MUPD.net

### Target

Team Member - Electronics  
Redlands, Ca  
909.307.1602

## Experience

### Photography:

Product Adverting  
Product Web Ordering  
Product Lifestyle  
Sponsored Persons Promotion

Digital Assets Organization  
Vehicles  
Portraits (Multiple Styles)  
Group and Family

### Graphic Design:

Logo Design  
T-Shirts  
Websites (HTML, CSS, Bootstrap)  
Web-based Advertising

Magazine/Bilboard Ads  
Magazine Layouts  
Press Kits  
Album Covers

### Software Experience:

Windows/Mac OS  
Adobe  
Lightroom CC  
Photoshop CC  
Illustrator  
InDesign  
Acrobat  
Premiere Pro

AutoCAD (Mac 2014)  
Google Sketchup,  
Cinema 4D  
DaVinci Resolve  
HTML5, CSS, Bootstrap

### Marketing:

Social Media  
Multiple Web Based Analytics  
Forming Target Campaigns  
For each appropriate  
Print/Digital outlet.

Developing a Custome  
Analytics tool  
Campaign Presentation  
Asses Project Costs and Time

### Management:

Creating City Run Programs  
Staffing and Staff Alocation  
Managing and Supervision

Instruction  
Time Management