

Who I Am

Matthew A. Milam

p. 832.349.8460

e. iammattmilam@gmail.com

Strategic Creative Director with 20+ years of experience shaping brand identity and immersive storytelling across digital, video, and live environments. Led the launch of the NCR Atleos brand following its corporate separation and directed creative strategy for Cardtronics' Investor Day at NASDAQ MarketSite ahead of a \$2.5B acquisition by NCR. Known for building high-performing creative teams and translating business strategy into bold, multi-channel brand experiences that connect with audiences and drive measurable impact.

Core Strengths

- Brand stewardship, visual systems, and creative quality control across digital, social, video, and experiential channels
- Integrated marketing campaigns and content development (web, video, social, events, and presentations)
- Creative leadership and mentorship of designers and motion/video teams
- Cross-functional collaboration with executive leadership, marketing, and production partners
- Video and sizzle content art direction for trade shows, events, and brand storytelling
- Vendor and agency partner management
- Workflow optimization, project prioritization, and deadline-driven execution

Professional Experience

Director of Interactive Marketing → Art Director, Corporate Marketing

NCR Atleos (formerly NCR / Cardtronics), Remote • May 2016 - February 2026

- Led development and launch of the NCR Atleos brand following its separation from NCR, establishing brand guidelines, visual systems, and creative standards across digital, video, and experiential channels
- Directed creative strategy and execution for Cardtronics Investor Day at NASDAQ MarketSite, producing executive storytelling and live/webcast brand experiences supporting the company's positioning ahead of its \$2.5B acquisition by NCR
- Promoted to Art Director to lead enterprise brand stewardship and creative direction across corporate marketing
- Led integrated marketing campaigns and immersive experiential activations, designing trade show and live brand environments that elevated audience engagement by 35%
- Directed video and sizzle storytelling for live events and campaigns, shaping narrative, motion, and visual identity across experiential platforms
- Supported global brand initiatives across multi-market environment
- Built and inspired a multidisciplinary creative team, elevating craft, storytelling, and creative performance across campaigns and live experiences
- Partnered cross-functionally with marketing, product, sales, and executive leadership to translate business strategy into compelling multi-channel creative

Professional Experience

- Directed external agencies and production partners while maintaining quality, consistency, and budget discipline
- Reduced production timelines by 20% through workflow optimization and resource planning

Creative Director

Oilpro, Houston, TX • Jul 2015 - Apr 2016

- Led brand and creative direction across digital and marketing channels, unifying brand voice and accelerating campaign and content delivery
- Established a cohesive visual system across digital platforms and marketing materials
- Directed creative production workflows to ensure on-time, on-budget delivery of campaigns and product launches
- Managed daily creative operations and mentored team members to maintain consistent quality and brand alignment

Web Developer + Sr. Creative Designer

Cudd Energy Services, The Woodlands, TX • Dec 2012 - Jun 2015

- Directed UI/UX and creative production to support web, product, and marketing initiatives
- Developed visual systems for web and product interfaces to ensure consistency and usability
- Produced interactive assets and creative content supporting marketing and product launches
- Managed creative operations, stakeholder reporting, and on-time project delivery