

## PERSONAL INFORMATION



## Matthew Watkins

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Sex male | Date of birth 25/04/1962 | Nationality Canadian / British

## PERSONAL STATEMENT

A professional artist, illustrator, performer and strategic digital consultant from a strong creative background. Expert in online marketing and communication. Instructor, coach and TEDx speaker. Teaches a wide range of subjects from Design Thinking to digital painting and visual creativity for senior managers to university and secondary school students. Strong soft skills, versatile and creative, an opinion leader on the subject of mobile digital art.

## WORK EXPERIENCE

2010 - Present

## Artist, designer, business consultant

Clients include:

- **Dale Carnegie Training NYC:** Created and produced branded multimedia videos explaining Dale Carnegie teachings and soft skills.
- **WideValue Business School:** Created courses and conducted master courses for leading multinational companies including **UNIPOL**, **Piaggio** and **Lottomatica**
- **Movie Movie / RAI:** Created materials for Cinema and TV including animation, web site, print design.
- **Natuzzi Group:** 2011-16 Strategic digital and creative consulting. Produced digital assets, formulated online best practices. Managed strategic social media channels.
- **Maldarizzi Automotive Group:** 2010-13 Guided online marketing, strategy and best practice. Oversaw corporate identity redesign for Puglia, Italy's largest dealership.
- **Ford Carpoint:** 2011-15 Guided and online sales strategy for Italy's largest Ford dealer and first Ford Store in Europe. Presented results directly to Ford Europe.
- **Kendall-Jackson / Globalworks:** illustration and animation
- **Adobe Systems:** 2011 Digital art consulting, Photoshop 6 beta test team member

Sectors Automotive, Furniture, Retail, Training, Software

2006 - 2010

## Marketing Director

D'Addario Auto, Taranto Italy

- Responsible for development and implementation of marketing strategy and branding.
- Key project was piloting the first Italian startup for online sales of new and used automobiles which made D'Addario an Italian leader with online sales of over 200 vehicles/month. Oversaw traditional and online media buying, search engine marketing including site optimisation, keyword buying and affiliate management. Developed and maintained a social media strategy for the group.

Sector Automotive

1999 - 2006

**Internet Division Manager**

Natuzzi Group, NTZ:NYSE

- Guided a multi disciplined team in the development and implementation of web marketing strategy and interactive communication. Responsible for the strategic development, implementation of the 21 international web sites in 11 languages. Responsible for digital communication, online brand protection and online media purchasing. Worked closely with senior management in the development of the Natuzzi Brand.

Sectors Furniture / Retail

2006 - 2010

**Entrepreneur**

WatkinsMedia

- Coordinated an international team of graphic designers and developers in the development and maintenance of web sites and e-commerce applications.

Business or sector Web development / E-commerce

EDUCATION AND TRAINING

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1980 - 1984

**AOCA Communication and Design**

Graduated 1984, Ontario College of Art, Toronto Canada. "High pass" outcome

- Visual arts, design, typography, drawing, painting, illustration

PERSONAL SKILLS

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Mother tongue

English

Other language

	UNDERSTANDING		SPEAKING		WRITING
	Listening	Reading	Spoken interaction	Spoken production	
Italian	Proficient	Proficient	Proficient	Proficient	Proficient

Skills

- Excellent communication and soft skills gained through experience as a manager, performer and public speaker and coach. Speaking engagements have included: Droidcon Torino, TEDx Bari, International dealer Forum Verona, MobileArtCon NYU.
- Strong visual communication: extensive presentation experience using powerpoint and multimedia whiteboard videos.
- Extensive experience coordinating internal and external teams in complex projects and events with tight deadlines.
- Excellent creative, design and copywriting skills.
- Capable of producing complex projects.

DIGITAL COMPETENCE

Information processing	Communication	Content creation	Safety	Problem solving
proficient	proficient	proficient	proficient	Proficient

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- Proficient with Adobe photoshop: Served as beta tester for Photoshop 6. good command of office suite (word processor, spread sheet, presentation software)
  - Proficient with Final cut X in the production of Whiteboard animations
  - Expert in the use of tablets and smart phones for mobile digital art and content creation. Frequent app beta tester including ArtRage, Procreate and TagTool
  - Live Light Painting: Digital art performing at Light Festivals, concerts and events.

## MASTER CLASSES

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- Bocconi University, Milan: Master class: Internet Marketing in the Furniture Business
- LUM University, Bari: Master in Retail Marketing
- AUDEA Automotive Dealer Academy | Master in Dealer Management | 2012, 2013
- Lottomatica, Rome: Creating Inspiring Visual Content | 2016
- Martia Franca Italy: Digital Painting | 2016
- Rome University of Fine Arts: Digital Visual Art | 2016
- Widevalue Business School: Design Thinking | 2017
- UNICa, Bologna: Fingerpainting and creativity (industry) | 2018

## WORKSHOPS

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- Bar, Italy Digital Fingerpainting | 2011
- Guilford College, London: Mobile digital art | 2011
- Società per Arte, Andria Italy: Andria, Digital Fingerpainting | 2011
- Accademia della belli arti, Verona | 2013
- Verona, University: Mobile digital art | 2014
- Leeds Public Library, Fairy Tale Lab | 2015
- Ischia, Italy: Children painting workshop | 2016

## PUBLIC SPEAKING

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- CACA, Beijing: Simulation and Gamification for Education and Business | 2018
- Droidcon Italy | Confessions of a Digital Fingerpainter | Torino | 2016
- TEDx Bari | Performer / Speaker | Bari, Italy | 2015
- Fingerpainting | Sala Murat, Bari | 2011
- Fingerpainting | MACRO Testaccio, Rome | 2011
- Scala. Infinite variazione | Calcata, Italy | 2013
- Internet Motors 3 | Rome | 2013
- Speaking and live performance | Automotive Dealer Day, Verona fair | 2012
- Internet Motors 2 | Principe di Savoia, Milano | 2012
- Internet Motors 1 | Principe di Savoia, Milano | 2012
- International Top Dealer Forum | Verona | 2011
- Keynote speaker IAMDA 1st Mobile Art Conference | NYU | 2010

**EXHIBITIONS /  
PERFORMANCE****Solo Exhibitions**

- On the Road | Atelier delle Dolcezze | Ischia Italy | 2017
- Permanent Exhibition | Biblioteca Centrale Egidio Meneghetti: Università di Verona | 2015
- Digital Cities: Explorations of Matthew Watkins | Palazzo Gran Guardia Verona | 2014
- Uncontainable Art | Museum of Natural Science, Verona | 2013
- Fingerpaintings | Aluminij Gallery | Mostar, Bosnia and Herzegovina | 2011
- Fingerpaintings | Sala Murat, Bari | 2011
- l'Arte ai tempi dell'iPhone | C&C Consulting, Bari | 2009

**Selected Group Exhibitions**

- Imaginarium | Collaborative multimedia art project | Leeds, England | 2016
- Under the bed | Leeds, England | 2016
- Fairytale Lab | Leeds, England | 2015
- Dancing with the Orange Dog | Manchester, England | 2013
- LA Mobile Arts Festiva | Los Angeles | 2012
- Stylectrical | MK&G Hamburg, Germany | 2011
- Future/Canvas2 San Francisco | 2011
- The Digital Canvas | San Francisco | 2011
- Future/Canvas San Francisco | 2010
- Illuminated Touch | New York | 2010
- A Healing Touch: "Digital Offerings of Peace to Women Survivors" | Washington DC | 2010
- Pocket Art Fest2 | Winner Grand Prix pocket photography | Mostar | 2010
- iPhone therefore Art | Chicago Art Department | 2010

**Selected Performances**

- Alberobello International Light Festival | 2017 [\[Video\]](#)
- Festival di illustrazione e dintorni | MAT Terlizzi | 2017
- Luci Versi e Musiche nelle Gnostre | Live Light Painting | Noci | 2016
- Come un Barone Rampante | Ischia | 2016
- Alberobello International Light Festival | Live Light Painting | 2016
- **TEDx Bari** | Performer / Speaker | Teatro Margherita, Bari, Italy | 2015
- World Press Photo | Live Light Painting | Teatro Margherita, Bari, Italy | 2015
- Festival della Luce | Alberobello | 2015
- PIDA – Premio Internazionale Ischia di Architettura | Live painting St Anna | Ischia | 2014
- Con i miei Occhi – Frammenti di connessioni | Bari 2014
- Dancing with the Orange Dog | Manchester, England | 2013
- Fingerpainting per la riqualificazione urbana | Bari | 2013
- International Automotive Dealer Day | Live fingerpainting | Fiera di Verona, Verona | 2012
- Live fingerpainting for Simonetta | Pitti Kids, Firenze | 2011

**Awards**

- Winner Digital Art | Biennale d'Arte contemporanea "Rocco Dicillo" Triggiano Italy | 201
- Winner Grand Prix pocket photography | Pocket Art Fest2 | Mostar | 2010

**ANNEXES****Available on request:**

- Portfolio
- Business case
- Press clippings