

MATT CURTIS

Creative Director • Narrative Strategist • Content Leader
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SUMMARY

Creative leader with 15+ years guiding brand voice, content strategy, and multi-channel storytelling across arts, education, entertainment, and mission-driven sectors. Known for bringing clarity, structure, and empathy to complex creative ecosystems, aligning teams and stakeholders around coherent narratives that move audiences and strengthen engagement. Experienced leading creative teams through organizational transitions, building systems that scale, and delivering high-impact campaigns across digital, print, video, and live events. I cultivate collaborative environments where artists, educators, and creative staff feel supported, valued, and empowered to do their best work.

CORE SKILLS

- **Creative Strategy & Brand Leadership:** Brand voice development • Narrative architecture • Messaging systems • Integrated campaigns • Creative direction across video, digital, and print
- **Content & Communications:** Multi-channel content planning • Editorial strategy • Copywriting and editing • Video production strategy • Publication development • Executive messaging
- **Cross-Functional Leadership:** Project management • Workflow design • Stakeholder facilitation • Process optimization • Vendor/partner oversight
- **Creative Production (Artistic & Events):** Workback schedules • Review Systems • Quality assurance • Release management • Script writing • Live event creative direction • Large-scale production planning
- **Tools:** Adobe Creative Suite • Canva • Microsoft Office • Apple iWork • Google Workspace • Asana/Wrike/Basecamp • ChatGPT (content and ideation) • iMovie • Descript • WordPress • Wix

PROFESSIONAL EXPERIENCE

[Educational Theatre Association \(EdTA\) – Remote](#)

A national nonprofit serving 85,000+ student members and 6,000+ educators, uniting a student honor society, professional association, and philanthropic foundation; \$8M budget; 28 staff

Senior Creative Director (2024–2025) • Content & Marketing Director (2021–2024)

- **Creative & Brand Leadership:** Shaped and stewarded brand voice, messaging strategy, and multi-channel storytelling during major post-pandemic transitions, creating clarity, cohesion, and resonance across programs, campaigns, events, and membership communications.
- **Narrative Strategy:** Developed narrative frameworks and messaging systems rooted in belonging, purpose, and future-forward thinking; aligned these narratives with strategic priorities, board directives, and audience needs.
- **Integrated Campaign Management:** Streamlined project management and workflows across marketing, content, and program teams, enabling more efficient delivery of multi-channel campaigns. Introduced the organization's first comprehensive editorial + marketing calendar, reducing conflicting messaging and improving stakeholder visibility across dozens of annual programs.
- **Video & Content Transformation:** Modernized EdTA's video storytelling, shifting from slow-turn corporate pieces to high-impact, brand-aligned content. Increased annual video output by over 200% and significantly improved audience engagement across digital channels.
- **Brand Systems & Digital UX:** Guided brand evolution through web relaunches and platform migrations, unifying front-end experience and strengthening brand continuity across four distinct sites with different back-end architectures.
- **Membership Growth & Retention:** Led creative and strategic execution of membership renewal campaigns, increasing renewal-deadline retention by 22 percentage points YoY in 2023, reversing post-pandemic decline trends.

- **Festival Identity & Creative Direction:** Directed the creative identity and multi-channel storytelling for the International Thespian Festival, including theme development, content ecosystems, environmental design direction, and live-event production direction for 4,000+ annual attendees.
- **Cross-Functional Leadership:** Partnered with senior leaders across departments to align strategy, messaging, and execution during major organizational transitions.
- **Strategic Messaging:** Served as a thought partner to executive leadership, establishing unified messaging frameworks and strengthening organizational narrative coherence.
- **Team Leadership & Development:** Mentored staff and freelancers, improving consistency in brand voice and narrative structure while fostering a collaborative, supportive culture.

Disney Theatrical Group – New York, NY

A global theatrical licensing division supporting schools, regional theatres, and international partners.

Licensing & Publications Project Manager (2015–2021)

- **Creative Operations & Content Development:** Built and managed the full production workflow for scripts, scores, marketing packs, and educational resources across 40+ licensed Broadway and educational titles. Directed editorial, design, and production processes to ensure accuracy, artistic integrity, and user-centered functionality; executed copyediting, music editing, structural alignment, and multi-format publication layout.
- **Cross-Departmental Leadership:** Structured complex approval pathways across 17+ internal stakeholders (creative, legal, music, marketing, education, finance), improving transparency and decision-making efficiency across high-volume production cycles.
- **Process Optimization & Systems Design:** Introduced scalable systems for workback schedules, content tracking, and cross-functional review, reducing production timelines by up to 50% for select titles and increasing on-time delivery consistency.
- **Brand Stewardship & Quality Assurance:** Developed and enforced style guides and QC protocols protecting Disney's artistic and brand integrity for hundreds of thousands of global end users, including educators, students, artists, professional directors, and licensing partners.
- **Vendor & Partner Management:** Managed 15+ external creative, printing, and production partners; negotiated schedules, oversaw cross-company approvals, and ensured on-time, on-brand asset delivery across multiple concurrent product lines.
- **Revenue & Strategic Impact:** Contributed to a 100% increase in domestic licensing revenue over five years by improving product quality, accelerating release timelines, and aligning resources more closely with user needs.
- **Field Testing & UX Research:** Conducted nationwide piloting with educators and young performers to assess clarity, usability, and pedagogical alignment; translated findings into iterative improvements that strengthened artistic outcomes and customer satisfaction.
- **Industry Representation & Thought Leadership:** Represented Disney at national festivals and conferences, delivering workshops and serving as a public-facing ambassador for the licensing catalog and educational mission.
- **Selected Titles:** *Newsies*, *The Hunchback of Notre Dame*, *Freaky Friday*, *Shakespeare in Love*, *Peter and the Starcatcher*, *Beauty and the Beast*, and 12+ Broadway Junior® titles including *Frozen JR.*, *Aladdin JR.*, and *Moana JR.*

Additional Experience

- Events & Education Coordinator, **The Drama League** (2013–2015)
- Editor, Designer, Teaching Artist, **iTheatrics** (2012–2015)
- Graduate Assistant & Thesis Editor, **University of Northern Colorado** (2017–Present)

EDUCATION

M.A., Theatre Education – University of Northern Colorado

B.A., Musical Theatre – University of Northern Colorado