



# MATTHEW SCHEAFER

MARKETING PROFESSIONAL & ENTREPRENEUR

## CONTACT

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🌐 www.alterimpact.com  
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## SKILLS

- Graphic Design - Logos, branding, marketing materials, ad layout, signage, event materials
- Website Design & Development - WordPress, eCommerce solutions, user experience optimization
- Print Media - Full-color printing, brochures, flyers, magazines,
- Apparel & Merchandise Design - Dye-sublimation, direct-to-film (DTF), direct-to-garment (DTG), silkscreen, embroidery, uniform design
- Digital Print Production - Banners, stickers, trade show displays, signage
- Marketing & Branding - Business identity development, product packaging, advertising campaigns
- Project Management - Client relations, team leadership, production coordination



## PROFILE

Experienced Graphic Designer and Website Developer with over 20 years of expertise in branding, website design, digital and print media, and apparel design. Adept at crafting visually compelling designs and managing full-scale marketing campaigns for businesses, non-profits, and organizations worldwide. Successfully built and launched over 200 websites and provided branding solutions for a wide range of industries. Passionate about creating high-impact visuals that enhance brand identity and business growth.



## WORK EXPERIENCE

### Fifth Day Records

MAR 2022 - PRESENT

Partner / Owner

- Lead design and branding initiatives for artists and music industry professionals.
- Develop marketing materials, album artwork, and promotional content.
- Manage web presence, eCommerce sites, and social media branding.

### Stranger Prints

MAR 2002 - PRESENT

President / Designer

- Oversee daily operations in the apparel and garment business, specializing in large-scale orders.
- Provide custom design services for corporate and non-profit clients.
- Manage apparel decoration processes, including screen printing, direct-to-film (DTF), direct-to-garment (DTG), embroidery, and sublimation.
- Facilitate custom garment manufacturing and branding solutions.

### Alter Impact


MAR 2002 - PRESENT

Owner / Operator


- Specialize in graphic design, website design, and digital printing.
- Provide marketing solutions for small businesses, corporate clients, and non-profits.
- Developed branding strategies and digital marketing plans for clients across various industries.
- Focused on the craft beer, wine, and beverage industry in recent years.




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## KEY POINTS

- Designed for a diverse range of clients, including major corporations, small businesses, non-profits, churches, schools, and international organizations.
- Extensive experience in branding for the craft beer, wine, and beverage industries, as well as trade shows, sports organizations, and eCommerce businesses.
- Deep knowledge of print production, including pre-press setup, color correction, and working with various print vendors.
- Successfully built and managed multiple businesses, overseeing operations, client relations, and creative direction.
- Supports local businesses and non-profits by providing discounted branding and marketing services to help them grow.

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## WORK EXPERIENCE (CONT.)

### Belly Itcher Sports

AUG 2010 - NOV 2022

Founder / Head Coach

- Created marketing materials for youth sports teams and leagues.
- Designed banners, flyers, and promotional items for fundraising and sponsorship efforts.
- Provided team apparel and equipment through strategic buying programs.

### Stranger Prints

MAR 2002 - PRESENT

President / Designer

- Oversee daily operations in the apparel and garment business, specializing in large-scale orders.
- Provide custom design services for corporate and non-profit clients.
- Manage apparel decoration processes, including screen printing, embroidery, and sublimation.
- Facilitate custom garment manufacturing and branding solutions.

### Main Street Trading

1997 - 2002

Web Marketing / Web Tech

- Managed website customer support, design, and user experience implementation.
- Developed digital marketing strategies to enhance online presence.



## EDUCATION

### Orange Coast College

**Estancia High School**  
**Diploma, General Education**

1991 - 1995