

**Matthew D. Jensen**  
UNAPOLOGETIC CREATIVE

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314.497.9577

If there's any truth to the power of a first impression, then this sentence is a wasted opportunity. I should've put a zinger right up front. From the very first word, this cover letter should've melted your face until it dripped down your shirt and gummed up your keyboard. But what did I put instead, limply leading the way? The word **if**.

IF!

Even in caps it's the weakest of conjunctions!

It's just that, practically speaking, in a few short blurbs I'm supposed to have you convinced that I'm a promising cross-discipline creative asset. And I've already blown my first impression and this subsequent opportunity to overcompensate. A better copywriter would've composed this paragraph entirely of adjectives and a better designer would have put this thing on a yellow background.

At this point, it probably doesn't matter that I've obliterated the expectations of my colleagues and clients—you've probably stopped reading and I don't blame you. You'll never know that whether I'm acting as a creative lead, strategist, art director, or copywriter, I concoct novelty through experience. You'll never read about how I tackle communication challenges with media-conscious skill and passion. Even if you had made it this far, you would have seen the glaring typo in the previous sentence and removed me from all consideration. You see? I've done this to myself!

When I resubmit to you my résumé under a different name, I'll relate my successful history at nimble marketing boutiques. I'll point out my increasing levels of responsibility and breadth of exposure. I'll make a compelling case for the mutual benefit of our partnership. I'll suggest you visit my portfolio at [www.babyimsorry.com](http://www.babyimsorry.com). And I definitely won't start with "if".

I'm sorry,



Matthew D. Jensen  
Unapologetic Creative

# Matthew D. Jensen

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[babyimsorry.com](http://babyimsorry.com)

### EXPERIENCE

**bigwidesky, Inc.** 12.03 to present [bigwidesky.com](http://bigwidesky.com)  
creative director

Responsibilities included proposal & pitch development, collaborative concepting, user experience development, small team management, creative & art direction, storytelling, and production oversight. Clients included Monsanto, the St. Louis Rams, SeaPak Shrimp Co., and Sigma-Aldrich.

**Integrity** 02.04 to 02.06 [chooseintegrity.com](http://chooseintegrity.com)  
art director

Responsibilities included brand development, web & print design, process illustration, content development, usability testing, and various production duties. Clients included WebMD / Emdeon, Lexus, and SBPA / Sungard.

**Third Eye Media** 10.01 to 02.04 [thirdeyemedia.net](http://thirdeyemedia.net)  
creative director

Responsibilities included web & print design, CD packaging, photography, and copywriting. Clients included Winchester, The Foss Group, and the Downtown St. Louis Partnership.

**Impact USA** 01.01 to 08.01 [eimpactusa.com](http://eimpactusa.com)  
designer

**Unistat** 08.00 to 10.00 [unistatinc.com](http://unistatinc.com)  
designer

### EDUCATION

**Drake University** 08.96 to 05.00 [drake.edu](http://drake.edu)  
magazine journalism

**U. of Melbourne** 01.99 to 06.99 [unimelb.edu.au](http://unimelb.edu.au)  
cultural studies

### ACHIEVEMENT & AFFILIATIONS

**RitualLab** 09.05 to present [rituallab.com](http://rituallab.com)  
founding member

**RCP** 09.04 to present [rivercityprofessionals.org](http://rivercityprofessionals.org)  
advisory member, 05

**StlWebDev** 01.02 to present [stlwebdev.org](http://stlwebdev.org)  
award recipient, 02

... plus various art, urban living, and cultural organizations

### INTERESTS

understanding, argyles, la fin du monde, mirth, extremely vertical things, mustaches, downtempo, sharpies, guacamole, finding flow, alex gross, northern funk, improv, creative writing, sushi, pinball, australia, fortean phenomenon, the squeeze play, juxtapoz, fortune cookies, photoshop, love