

MATTHEW HACKNEY

Creative Director, CTO
San Francisco, CA

[@misterhackney](#)

My Expertise.



WEB

15 Years Experience in web design, e-commerce, and social network front-end programming in Git environments with international remote teams.



CODE

20 years experience as an elite programmer, hacker, poet. I love clean code and fluent in a dozen languages. Java, JS, C++, Laravel are just a few of my favorites.



MEDIA PRODUCTION

Led mid-size agency using RED, Arri, Adobe, Autodesk and other suites for full scale production and distribution. Partnered with major TV networks and game studios.



IAAS

15 years experience designing data centers in mixed-cloud environments using VMWare, Azure, and AWS. Setup plans and procedures for data security, penetration testing, and compliance.



FINANCE

Expert in international fiscal management with relationships in Hong Kong, Europe, Central America, and USA. 15 years experience with traditional banking APIs and 7 years experience in crypto-currencies.



CONSUMER ENGAGEMENT

Crowd source expert. 10 years experience growing brands into cultures and impact-driven consumer engagement working with millions of clients with SaaS models that also have physical locations or tangible products.



INTERNATIONAL LAW

Vast knowledge of IP protection, Patent acquisition and enforcement, Franchise expansion, and Visa protocols needed in an Enterprise environment.



ASSET PROTECTION

Have designed Technical Standards for Government Operations to ensure usability and Security for confidential data. 14 years experience as Government consultant.



GROWTH HACKER

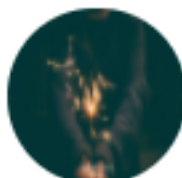
Market prediction expert with over 18 years of proven marketing strategies to scale. Have designed recipes for guaranteed expansion and consumer awareness.

Dynamic Projects.

Renaissance Artists know no boundaries.



Bistro 125



Fashion Branding



Martial Arts



Taolo Spa



Finance Mgt



Education



Culture Coach



Dance



Media Agency



Architecture



Author



Real Estate



Enterprise



Nature



ACHIEVEMENTS

Ivy League Partnership
LMS Partner for 12 Universities
2008 – 2015

Fortune 500 Speaker
Motivation Coach to Top Execs
2007 – 2011

Government Penetration Test
Successful Data Breach
'96, '99, '04, '11

STARTUP CULTURE

2015 - Today
Tao Fine Arts Academy
Creative Director

2014 - 2016
Costa Rica Rainforest Incubator
Creative Director

2005 - 2014
Santa Barbara Creative Agency
Creative Director

SKILLS

CREATIVE DIRECTION 99%

PROJECT MANAGEMENT 99%

FRONT-END DEV 99%

BACK-END DEV 99%


BRANDING 99%



About Me.

I strive for excellence and coach others to their highest potential. My achievements can be seen in the communities I build and the managers I create.

Hometown:	Ravenswood, WV
Current City:	San Francisco, CA
Email:	mail@matthewhackney.com
Phone:	+1 415-390-6232
Motto:	Awaken Within, Live Without
Languages:	English, Spanish, French
Hobby:	Ballroom Dance

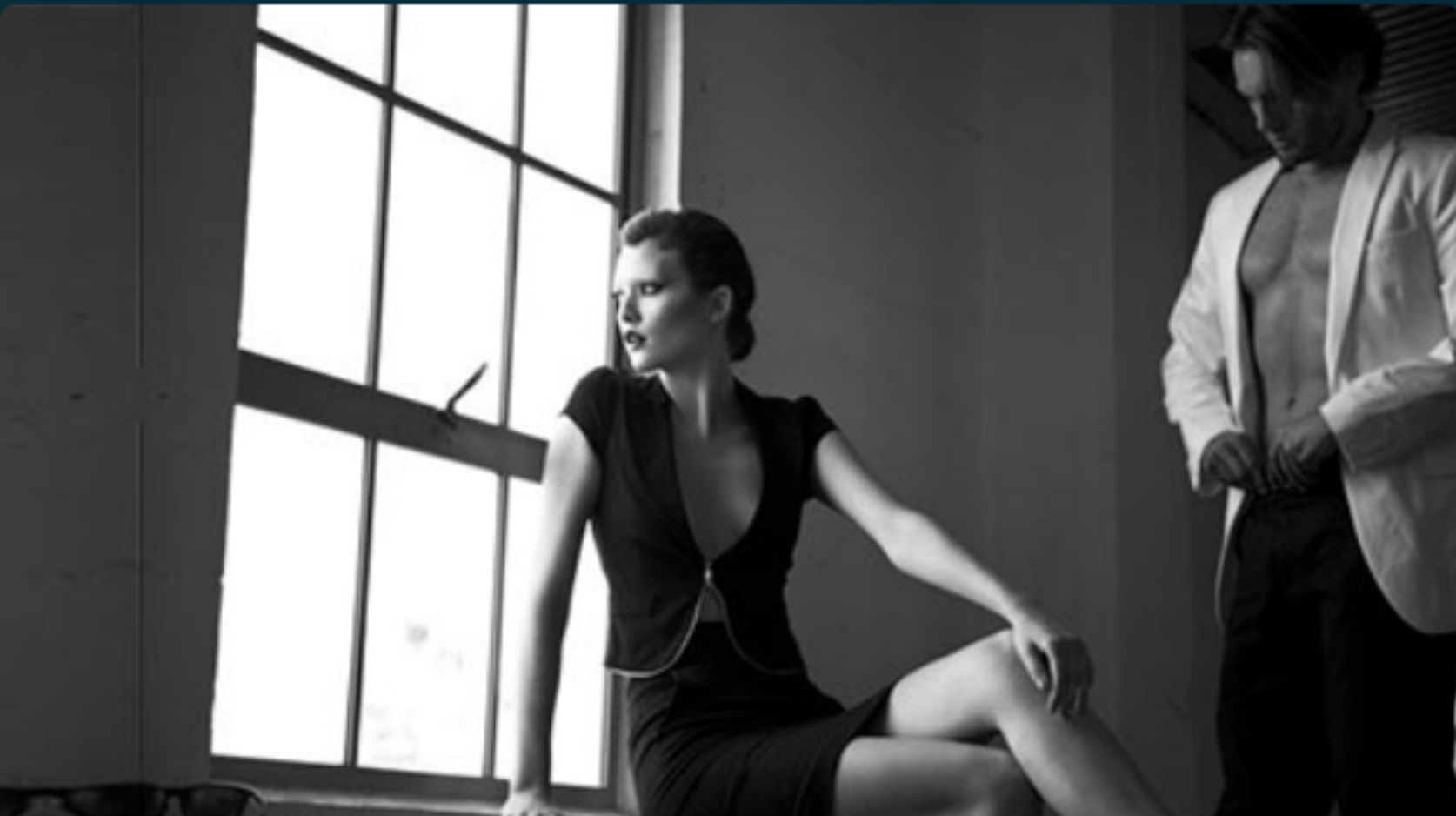
 DOWNLOAD RESUME

I Start Communities. I Build Brands. I Create Culture.

Master Storyteller for your Vision

My Philosophy.

Every man has a code they live by.



Fashion

WEAR YOUR PERSONA IN STYLE

Our identiy and image can attract or detract those we desire to share our story with. A brand is a cohesive vision for sharing a dream, a story, or a perspective. Moreso than words, our colors and garments speak of our image. How we carry ourselves within those clothes shape the persona that defines us.

A great man knows the style, hair length, physique, and gait needed to portray the image he desires. A man who can shift his own traits may also do so for various brands to tell the story the moment needs. A Creative Director now only molds the brand but also lets the brand mold him as he shapeshifts into a new being with each story he tells.

With all brands, I choose a story of elegance. I story of morality. A story of mystery, wonder, and power. I enjoy watching a brand take on the image I give it and how others interact with it as it grows.



Tantra

HONOR DUALITY OF THE SENSES

A great story has dark and light. We are drawn to this duality due to the natural balances of the world. I always choreograph a story of duality, of pain/love or wealth/poor. People have a desire to connect with the earth and to breathe in the golden rays of the sun, yet they also yearn for a seductive night with tantric vibes.

In a world of eternal acceptance, I'm known for honoring and defining the boundary society casts away. I cherish the sensuality of a strong gentleman who leads a soft and surrendering woman. With this duality, they are complete. A good story is raw, it makes you taste. You feel it inside you and hear it around you. Strong branding and storytelling enraptures all we are and all we desire while aligning us to the civilized society we are creating, but this same story also answers the wilderness within us in our primal glory.



Purpose

A MASTER OF POWER

A strong creative director has mastered the power to harness the energy around him. He is a chameleon, a champion, a lover, a gentleman in whatever moment is needed. He knows his stories will create wealth, yet the Master Storyteller has a duty beyond this.

Once you master storytelling, it is your divine duty to only share stories that shape society with integrity, wholesome values, and goodness. It is with this divinity that you will build large communities, create the culture you desire, and rest knowing your artistic expression serves a larger purpose.

The tango dancer must always remember the beautiful woman allows him to lead her. It is a gift she gives to him that he must earn each moment by constantly providing grace, appreciation, and protecting her in their journey together.

