

## Matt Kelland

Writer | Editor | Marketing | Training | Animation | Graphics | Product design | Software design | Project management | Speaking  
Web | Social media | Community management | Customer communication | Product evangelism | QA | Proofreading | E-books

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# Matt Kelland

**“I am a dynamic, multi-skilled, hands-on, creative individual with a passion for communication and user-focused design and experience of many different industries and media. I can take on a wide variety of roles and work well with both in-house and external teams, whether as a team member, team leader, or working on solo projects. I deliver high quality results on deadline and on budget.”**

## Skills

**Software:** Microsoft Office, Photoshop, Premiere, Audacity, Mindmapper, Jutoh, MailChimp

**Languages:** English (British & American), French, Spanish, some German, some Russian, HTML

## Employment history

### **2010 – present: Founder, Draco Felis** [www.dracofelis.com](http://www.dracofelis.com)

Small consultancy providing services including event promotion, social media marketing, creation of marketing collateral, animation, copywriting and editing.

### **2012 – present: General manager & founder, GC DigiType** [www.gcdigitype.com](http://www.gcdigitype.com)

Provider of e-book services to small and medium size publishers.

### **2010 – 2012: Editor & co-founder, Hukilau** [www.hukilau.us](http://www.hukilau.us)

Small digital publishing house, specializing in publishing and converting e-books. We had a small catalog of published titles and provided services to both publishers and self-publishers converting their titles to e-book format.

### **2003 – present: Co-founder, Moviestorm** (formerly Short Fuze) [www.moviestorm.net](http://www.moviestorm.net)

Responsible for initial design of this innovative low-budget animation tool. I deal with all marketing and customer communications including direct mail, in-app messaging, forums, social media, blogging, advertising, sales promotions etc, and create marketing materials. I speak at events and deal directly with press, and have written several e-books.

In the company's early days, I also designed console games and created digital comic books based on games as well as providing freelance mobile content production services.

### **2004 – 2009: Freelance educational advisor (games design)**

Worked with Norwich School of Art & Design (now NUCA) to develop their Games Design BSc level course, assisted with selection of teaching staff, and acted as external examiner. Worked with Skillset to help define national standards and requirements for mobile games design curricula. Worked with FDMX advising various UK schools & universities on course design for digital interactive media. Regular speaker at educational technology events. Regular guest lecturer at various schools & colleges.

### **1998 – 2003: Head of content & co-founder, nGame Limited**

Responsible for design and delivery of over 50 games for Web, mobile and interactive TV. Originally a pure development studio, I repositioned nGame to become the world's largest mobile publisher with over 50 external developers worldwide and over 250 titles including high profile licenses such as *Star Trek*, *Star Wars* and *Top Gun*. I worked with major brands such as Disney and *Lord of the Rings* advising on mobile entertainment strategy. I handled the initial European and US sales, was responsible for creating marketing and sales material, resulting in contracts with all the leading telcos in Europe, North and South America, and Australia. The company was sold to Mforma in 2002.

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## 1993 – 1998: Editor in chief & co-founder, UK Online

The UK's first consumer ISP, with a focus on family-safe Internet: responsible for setting up and managing 30 online magazines with daily or weekly publication schedules using both in-house staff, freelance journalists and automated news feeds. We worked with major brands to establish their online presence, including Euro Disney, EMAP, and Press Associates. Responsible for Web site design and production of marketing materials. Primary press spokesperson from 1995 onwards. The company was sold to Easynet Limited in 1998.

## 1989 – 1993: Lead designer / Head of QA, Perihelion Software

Responsible for design and delivery of software for experimental devices and for critical systems for healthcare and utility customers. Developed internal QA procedures and managed the company's QA department.

## 1988-1989: Editor, *African Preview*

Responsible for writing lead articles and managing a network of over 100 journalists based in Europe and Africa on subjects related to African business and economics. Responsible for ensuring monthly production, delivery and sales.

## Education

**St John's College, Cambridge:** MA (Hons) Archeology and Anthropology (1988)

**Winchester College (Scholar):** Advanced level Mathematics & Further Mathematics, English Language & Literature, Russian, History, Spanish (1979-1984)

## Publications

*The E-Book Handbook: a publisher's guide to successful digital publishing*, 2012

*Making Better Movies with Moviestorm*, 2011

*Machinima* (with Dave Morris & Dave Lloyd) 2005, Course Technology PTR

*The Machinima Reader* (contributor, ed. Henry Lowell) 2011, MIT Press

Numerous articles in magazines & newspapers including *New Scientist*, *Wall St Journal*, *Guardian*, *Times*, *Sunday Times*, *Edge*, *IEEE Journal*, *Total Film*, and various consumer, hobby and trade magazines.

## References

**Dave Lloyd:** [dave.lloyd@moviestorm.co.uk](mailto:dave.lloyd@moviestorm.co.uk)

CTO, Moviestorm (former CTO, nGame)

**Joseph Matheny:** [joseph@matheny.com](mailto:joseph@matheny.com)

Co-founder, Hukilau; founder, DPRGRM Marketing (former CTO, Adobe)

**David Bailey:** [david@bailey.net](mailto:david@bailey.net)

CFO, Crystal Umbrella (former CEO, Moviestorm; CEO Black Cactus Games; Consultant, Deloitte):

**Jeff Zie:** [jeff@jeffzie.com](mailto:jeff@jeffzie.com)

Head of Digital, freeform.London (former CEO, Moviestorm; Director, Electronic Arts, OpenTV, BSkyB, Microsoft)

**Simon Bisson:** [simon@sandm.com](mailto:simon@sandm.com)

Freelance journalist (former CTO, UK Online)

Samples of work available on request.

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## Testimonials (from LinkedIn)

### Draco Felis

"Matt actually cares - that's a key quality that's often missing in retention marketing. As an architect of, and friend to, Moviestorm's community, Matt has been exemplary in building and ensuring that the relationship between brand and customer goes beyond a financial transaction. He's consistently gone beyond the brief to ensure that customers are heard and represented. I would recommend Matt and Draco Felis to anyone who needs to develop a strong relationship with their customers!"

Top qualities: Good Value, High Integrity, Creative

[Jeff Zie](#), hired Matt as a Writer/Editor in 2010

### Hukilau

"Matt is detail oriented, intelligent and ethical. You couldn't do better than to pick Matt as a member of your team."

[Joseph Matheny](#), Founder/Partner/Producer, Hukilau was with another company when working with Matt at Hukilau

"Matt is a fantastic partner with an attention to detail and the know-how to make things happen."

[Wade Inganamort](#), Partner/Digital Publisher, Hukilau

### Moviestorm

"Matt has about 20 years experience of designing digital consumer products and making them simple enough to actually use. He also makes digital movies. I have huge respect for his business intuition, creative skills and the commitment he brings to projects."

[David J W Bailey](#), CEO, Moviestorm (Short Fuze Limited) managed Matt at Short Fuze

"Matt by nature combines three important attributes: business acumen, creative vision, and a cheery disposition."

[Ingrid Moon](#), Instructor, Al California Design College was with another company when working with Matt at Short Fuze

"Matt's a fantastic, innovative professional with a talent for not only coming up with great ideas, but following them through in both small and larger businesses to tremendous results. He's a pleasure to work with, and knows his food, to boot."

[Hugh Hancock](#), Artistic Director, Strange Company was with another company when working with Matt at Short Fuze

"As a Creative Director, Matt excels by looking beyond the immediate and parochial. He realises digital media tools need to reference other more traditional media, yet not mimic their limitations. His curiosity regarding film is a great asset, and his recognition that you can help new talent via new pathways to learning. His work has conviction and vision."

Top qualities: Great Results, Expert, Creative

[Saint John Walker](#), hired Matt as a Interactive Digital Media in 2004

"I have known Matt for many years. He is one half of the inspiration behind the fascinating new ideas coming out of ShortFuze. He's good to work with and knows a lot."

[Tim King](#), Consultant (part-time), Amadeus Capital Partners worked with Matt at Short Fuze Ltd

"I was working closely with Matt for about a year starting from early 2006, at that time Nikitova team was performing modelling/texturing/animation work on Moviestorm project. Matt was supervising production process from Short Fuze side. During cooperation between our companies, Matt was always available to answer questions and resolve issues if they appeared. It was pleasure to work with Matt and his team, as everything was done on highly professional level. I would be glad to work with Matt again and highly recommend him as a good manager and a professional."

[Tatiana Makarova](#), Senior Business Development Manager, Nikitova Games was a consultant or contractor to Matt at Short Fuze Ltd

"Matt leads by example, and he has a definitive vision for the product which helps keep momentum even in uncertain periods. That, plus his energy and good humour make him a pleasure to work with."

[Julian Gold](#), Senior Software Engineer, Short Fuze Ltd worked indirectly for Matt at Short Fuze Ltd

"Matt has a strong drive and an infectious enthusiasm for the product. He has a clear understanding of the marketplace and good ties with key people in the field. He is also friendly and open to ideas, making him a pleasure to work with."

[Chris Ollis](#), Lead Artist, Short Fuze Ltd reported to Matt at Short Fuze Ltd

### nGame

"Matt is an smart and incisive new media pioneer with the tenacity and vision to deliver complete and game changing products."

[John M. Brimacombe](#), Managing Director, nGame Ltd. managed Matt at nGame

"I worked with Matt at mForma (then nGame). As Head of Content, Matt created nGame's ground-breaking mobile 'phone games, including Alien Fish Exchange and Merchant Princes. I was always proud to walk into a meeting with a Matt Kelland title to demonstrate. Our games were a testament to Matt - economical, resourceful, creative and ambitious - and his team enabled us to win fifty carrier relationships in two years. Every new media start-up should have a Matt Kelland in the team!"

[Richard Hadden](#), Director of Business Development, mForma Inc worked with Matt at nGame

"Matt was always very helpful and responsive. Despite working with limited resources and meeting the challenge of making smart product catalog choices in a very early market, he consistently pushed the envelope of creative innovation while managing to keep quality high and delivering product on time. He was definitely one of the key contributors at the company during my time at nGame/Mforma."

[Javier Bonnemaison](#), Director of Sales and Business Development, Mforma Americas Inc. worked indirectly for Matt at nGame

"Matt was the creative powerhouse at nGame who was responsible for some of the most successful mobile games content that the company launched. Matt worked on a number of original and branded IP games including Alien Fish Exchange, Call of Duty, Top Gun and Star Trek."

[Alex Green](#), Co-founder and Vice President Sales, Mforma Americas Inc. worked with Matt at nGame

### UK Online

"Matt was one of the start-up team at UK Online with me - and helped build up from nothing the content side of the first content-driven ISP in the UK. A great team worker and an original and creative thinker - I look forward to working with him again some day!"

[Simon Bisson](#), Technical Manager, UK Online worked directly with Matt at UK Online

### Perihelion

"Matt was a highly valued member of the team at Perihelion, turning his hand to a wide range of projects."

[Tim King](#), managed Matt at Perihelion

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