

MB

Matt Bykowicz

Experiential Producer

Personal Information

City

Charlotte, NC

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Professional Summary

Creative Producer with 10+ years of experience bringing big ideas to life for global brands.

I specialize in experiential and event production —think pop-ups, mobile tours, and eye-catching builds that actually work.

From first brainstorm to final wrap, I keep teams aligned, details tight, and ideas grounded in reality (without losing the magic).

Education

BA, Communication

SUNY, University at Buffalo
(2008 - 2011)

Portfolio

www.mattbykowicz.com



Work Experience

Sr. Experiential Producer - Freelance (2025 - Present)

- Scenic & Technical Producer: \$1.3M YouTube Shorts activation, VidCon Anaheim 2025
- Executive Producer: Pokémon GO Fest 2025

Sr. Experiential Producer - ADVOC8 (2021 - 2024)

- Executive Producer for \$1M+ YouTube activations, including multi-day events and global gifting campaigns including "2024 Ex Award for Best Influencer Program"
- Executive Producer for Pfizer School of Science 20-week mobile tour; managing concept-to-launch execution, logistics, and cross-functional teams
- Produced and executed 7 global Pokémon GO Fest merch pop-up stores, managing creative, logistics, and operations

Sr. Experiential Producer - NEXT/NOW (2020 - 2020)

- Led production of Michelin's virtual product launch for North America, integrating CGI, green screen, 360° video, and web experience

Account Supervisor, Experiential - FCB Chicago (2017 - 2020)

- Lead Producer for Jack Daniel's NBA Legends Camp, a 3-day fan experience weekend
- Oversaw 50+ Anheuser-Busch on-premise events annually
- Earned 2019 Gold and Bronze Cannes Lions for Illinois Council Against Handgun Violence campaign

Account Executive, Experiential - Legacy Marketing (2014 - 2016)

- Led full program execution, winning the 2017 IAC Award for Arizona Coyotes' Best Mobile Sports App
- Managed planning and onsite execution for 20+ Cabela's grand openings across North America

Skills

- Experiential Production (Scenic, AV, Print, Tech/Digital)
- Client Services & Account Management
- Budgeting, Procurement & Timeline Management
- Logistics & Shipping
- On-Site Operations
- Vendor Relations
- Mobile Tours, Pop-Ups, Location Scouting & Venue Management
- Staff & Labor Management
- Show Services & Catering Coordination
- Warehouse Labor/Fulfillment