

The background is a photograph of a car crash, showing a blue vehicle with the word "CHANGED" visible on its side, surrounded by a cloud of dust and debris. A large, stylized graphic overlay consisting of three diagonal stripes in blue, white, and red runs from the bottom right towards the top left, partially obscuring the crash scene.

Matt Kalish

Public Relations Specialist
Social Media Manager
Graphic Designer
Photographer

Introduction

First off, thank you for taking a look through this highlighted selection content I've produced over the past year. I hope that you'll leave with a better understanding of who I am as a person and the quality of work I produce in a variety of different mediums. Every word, image, graphic, and layout in this portfolio is my own. Each is produced with a level of detail and care that I've made a hallmark of my career.

My time in media has been defined by constant development, adaptation, and change, with the past year adding a densely packed chapter to that narrative. Over the past year, I pushed my limits by helping tell the story of America's most recognizable rally team and their phenomenal 17 year old driver's path to victory and the world stage; I've designed a website for one of the top motorsports GPS tracking companies in North America; and I've worked in the control tower of a racing series operated by the top virtual motorsports platform on the planet.

Through personal effort and the support of relationships in the industry, one of the most tumultuous periods in my life became an unprecedented chance for personal development. In no uncertain terms, I am forever thankful to those who allowed me to earn these opportunities, and I feel the caliber of work I produced through them will make an impression.

If you want to see more than what's shown here, I have even more work highlighted on my website and encourage you to visit mattkalish.com.

I hope we can find an opportunity to work together at some point soon. Please feel free to get in touch with me at any time using the contact details on page 14 of this portfolio or at mattkalish.com/contact.

- Matt Kalish

Full Service Media



Public Relations



Social Media



Photography



Design

Over my time in the racing industry, I've been fortunate enough to work with some of the biggest personalities and brands in off-road motorsports and action sports. The varied environment in the paddock produced clients with unique messaging goals and distinct desires on how to best interact with their fan-base.

But more often than not, the small nature of the sports I work in generally created a lack of resources to commit full media teams to a single project. As a result, I've made a career of constantly developing new skills to meet the ever-changing needs of my clients. It's a professional challenge that I frankly enjoy to bits and I wouldn't be where I am today without embracing it.

After dipping my toes into the media profession as a racing photographer, I found a position traveling the country shooting the US rallycross circuit on behalf of the sport's top sanctioning body in 2013. Two years later, I undertook a successful expansion into public relations and social media management aimed at taking on a role mostly unfilled by others in motorsport media – the one-stop shop for coverage of all types. Two years after that transition, I became the communications director of the top stage rally series in America, a position where I expanded into a graphic design role to better support the content I was creating at the time.

And despite all the hats currently hanging in my closet, I'm still putting on new ones today.

EZTrak

Website Designer

EZTrak is the most widely used competition vehicle GPS tracking system in North America. Designed primarily for use in remote off-road events, EZTrak is utilized throughout Canada, Mexico, and the United States in stage rally, time-speed-distance, and targa events. EZTrak provides valuable information to competitors, event organizers, and fans by constantly streaming information directly from the race cars to a central server accessible through a web browser or EZTrak enabled apps.

Takeaways:

- Project goal for the brand new website was the centralization of EZTrak product information and the solidification of a stronger relationship with the company's customers, namely racing teams, organizers, and spectators.
- Designed the site from an entirely blank canvas. Website layout, elements, copy, and US series photos were either developed by or supplied by Matt.
- Website copy is written in clean plain language divided into simple bite-sized chunks to aid in quick customer browsing.
- Custom graphics were designed to aid in visitor visual engagement by separating discrete blocks of text. The visual landmarks also aid in site navigation.



Upcoming Events



Smartphone Tracking

EZTrak makes it easy to track your location all year long, even on a budget. You can track your location all year long, even on a budget. You can track your location all year long, even on a budget.



Powering Championship Apps

EZTrak is the most widely used competition vehicle tracking system in North America. Trusted by thousands of event organizers and thousands of drivers, EZTrak is the simplest way for your website to connect your competitive tracking event.



Desktop Tracking



DirtFish Oregon Trail Rally

Graphic Designer

The DirtFish Oregon Trail Rally (OTR) is an annual off-road race based out of Portland, Oregon. First held in 1984, the high-speed race takes drivers from Portland International Raceway out west to the high-desert region of Oregon and Washington near The Dalles, a large town on the southern bank of the Columbia River. The event is known for its unique variety of driving challenges and its focus on exceptional fan experiences. OTR 2020 was canceled due to the Covid-19 pandemic.

Takeaways:

- For 2020, OTR set a goal to advance its visual presentation and increase online fan interaction through the use of custom infographics and social media cards.
- Before the event was canceled, layout templates which highlight the intended final designs for infographics were completed using information from the 2019 race.
OTR Graphics: bit.ly/2BuiYoO
- Led development of visual style for new OTR social media graphics and infographics with the goal of presenting event and driver information in a distinct and easily digestible way that would engage fans of the event.
- Coordinated with OTR officials on PR copy and edited several releases for grammar and content.

Barry McKenna

Driver - #97

Driver Info

Team // McKenna Motorsport
Co-Driver // Andy Hayes
Car // M-Sport Ford Fiesta WRC
Class // Open 4WD

OTR Stats

Debut // 2017
Appearances // 3
Best Finish // 3rd

US Stats

Starts // 22
Podiums // 9
Wins // 2

iRacing

Media Editor for Subaru iRacing Rallycross All-Star Invitational Presented by Yokohama

iRacing is the premier motorsports driving simulator and largest racing esports platform in the world. In early 2020, the company quickly expanded its portfolio of racing events as networks clamored for broadcast content during the Covid-19 pandemic. The iRX All-Star Invitational was one of these new series, created with the goal of promoting professional rallycross at a time when the real racing circuits were closed.

Takeaways:

- The six week racing series featured a multidisciplinary group of 30 real-world professional racing drivers.
- Created photo, video, and written promotional content for iRacing staff, series sponsors, and race competitors.
Video recaps: bit.ly/2BLHld9
- Led development of logos for each race in cooperation with event title sponsors and iRacing staff.
Event logos: bit.ly/3iMJhhq
- Acted as Chief Racing Steward during event broadcasts.
- Event broadcasts averaged 213,000 viewers per race across iRacing first party and iRX series partner YouTube, Twitch, and Facebook channels.
Broadcasts: bit.ly/2ZUQbZ3



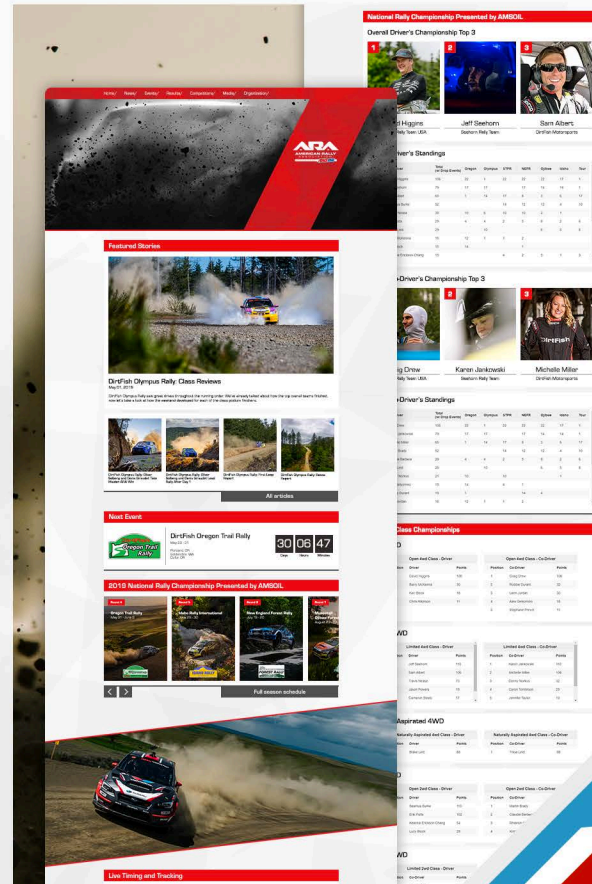
United States Auto Club

Communications Director for The American Rally Association Presented by AMSOIL

The American Rally Association (ARA) was founded in 2016 when five events and several major teams split away from the existing US championship as a response to unresolved grievances. After a highly successful inaugural season in 2017, the United States Auto Club (USAC) bought the series and operations were folded into the new parent organization. Since then, ARA has absorbed a dozen more events and now exists and the premier stage rally championship in America.

Takeaways:

- Organically grew ARA social media presence from scratch to 50,000 followers over 2 years by emphasizing strong visual content, branding, livestreams, and fan interaction.
Event infographic: bit.ly/2W5jF5D
- Designed ARA website ahead of the 2018 racing season.
ARA website: bit.ly/2Oclmcv
- Led all outward facing communication and digital marketing efforts for ARA through the creation of press releases, social media posts, photos, videos, and graphics.
PR work: bit.ly/3iNR3r6
- Pioneered ARA stage-side and paddock walk livestreams on a limited budget. Broadcasts routinely garnered over 100,000 views. Stream clips were later used in ARA promotion.



Formula Photographic

Script Editor for Launch Control

On Launch Control, rally and rallycross fans get an award-winning look into Subaru Motorsports USA as they compete in Americas Rallycross (ARX) and the American Rally Association (ARA) series. The successes, struggles, and behind the scenes thoughts of the blue and gold team are all on display as they work to win the US national championship in two unique racing disciplines. Formula Photographic and Bowes Media collaborate to shoot, write, and produce the widely-acclaimed show.

Takeaways:

- Season 7 of Launch Control saw the series premier on Amazon Prime Video for the first time alongside its usual distribution on Subaru of America social media channels.

Watch on Prime: bit.ly/LCS7-A

Watch on YouTube: bit.ly/LCS7-YT

- Edited drafts of the voice-over script while referencing screener copies of each episode to match timing with the action shown on screen. At times, scratch rewriting segments of the show.
- Launch Control is enjoyed by more than 2 million racing fans annually on Amazon Prime Video and YouTube, averaging around 150,000 viewers per episode on YouTube.
- The series is also shown at Subaru corporate events, auto show booths, and dealership lobbies around the world.



The Down & Dirty Show

Contributor for Jim Beaver's Down & Dirty Show

The #1 action motorsports radio show in the world, Jim Beaver's Down and Dirty Show covers all aspects of the off-road racing lifestyle with news, editorials, and guest interviews. The show also runs a popular website with articles from around the racing world.

- Occasional contributor to the show's online features section through photos and articles.

Articles: bit.ly/2Oadich

Media Support for Jim Beaver eSports eShort Course World Cup and eShort Course Triple Crown

In addition to his show, Jim Beaver also owns an esports team. A public proponent of virtual racing, he developed the Jim Beaver eSports eShort Course World Cup and eShort Course Triple Crown to help prove the commercial viability of off-road racing esports.

- The World Cup and Triple Crown represent the most watched iRacing Short Course events in the platform's history, with 576,000 viewers combined over three broadcasts.
- Supported Beaver's media team by preparing PR, capturing video, taking photos, and working in the race control booth.
- Video footage Matt captured for the World Cup was later used by Fox Sports 1 in several segments on the April 22, 2020 edition of 'Wednesday Night iRacing'.



Freelance Work

Visual Branding Designer for Happy Little Stories with Kim Kalish

Happy Little Stories with Kim Kalish is a half hour podcast centered around Kim and her guests sharing stories about any topic that's upbeat, fun, or funny. A writer and actor in Los Angeles, Kim looks to highlight tales from fellow members of the industry and local community every week.

- Developed visual identity for the new show, including its logo, icon, colors, fonts, and header design.
Show Branding: bit.ly/31YcjEJ
- Show branding is designed to be clean, fun, and distinct at a glance from other podcast icons in show lists. Its color selection is based on those used by Kim in previous work.

iRX Livery Editor for Ryan Truex and Marquis Spas

Many drivers from racing disciplines outside of rallycross joined the Subaru iRacing Rallycross All-Star Invitational Presented by Yokohama (iRX). Behind the scenes, several NASCAR and Indycar vehicle liveries needed to be adapted to hatchback body plans.

- Adapted the Marquis Spas livery from Ryan Truex's NASCAR Xfinity Series Chevrolet Camaro to the Volkswagen Andretti Rallycross Beetle he planned to run in iRX.
iRX Truex Livery: bit.ly/3gGIRs3
- Distinctive livery elements from Truex's stock car were resized and rearranged to satisfy the requirements of all parties.



Selected Writing

Below is a selection of articles I feel represent my personal writing style and ability to work within varying corporate styles. The linked articles are a mixture of deep dives, PR releases, interviews, quick hit content, and event reviews.

More of my written work can be found at mattkalish.com/stories.

iRacing

Event Review – deJong Takes Damaged Car from Sixth to Win Feeding America iRX Battle of Atlanta, Clinches Title

Link: bit.ly/DJIRXWin

Autoweek

Quick Content – Top Rally Cars Ready to Compete in the 2019 ARA Championship

Link: bit.ly/AWTopRally

American Rally Association

Interview – Leanne Junnila on Her Role in the FIA Women In Motorsports Commission

Link: mattkalish.com/GETLINK (ARA Site Broken)

American Rally Association

Detailed Event Review – 100 Acre Wood Rally Review – Barry McKenna and Leon Jordan Take the Win in Close Finish

Link: mattkalish.com/GETLINK (ARA Site Broken)

American Rally Association

PR Announcement – The American Rally Association Reveals 2019 Schedule

Link: mattkalish.com/GETLINK (ARA Site Broken)

Graphic Design

Over the past few years, I've put myself through a crash course on best practices for graphics, layouts, and logos. Several examples of my design ideas were shown on previous previous pages in this portfolio and the illustration below began as one of those projects, too. It is the central design for the iRX of Norway event logo.

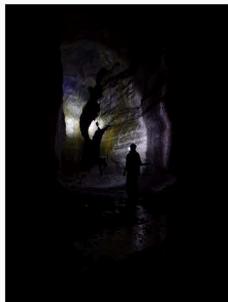
You can find all of my design work at mattkalish.com/portfolio.



Photography

Taking pictures is where my career started, and it's a creative avenue I still enjoy exploring to this day. My shooting experience covers nearly all conceivable conditions in both controlled studios and exposed environments. Below is a sampling of client work taken in various places, except for the first shot of row two. That one is a self portrait I happen to like the most.

My full photo portfolio can be found at mattkalish.com/portfolio.



Brands I've Worked With

In addition those highlighted previously in this portfolio, I've collaborated with a number of companies and brands over the past year to produce content. I am always open to meeting new clients and take pride in bringing fresh ideas to the table.

A comprehensive list detailing where my work has been featured is available at mattkalish.com/pastclients. Many of those I've worked with have also left client testimonials that can be found at mattkalish.com/about.



Contact and Resume

Get in Touch

If you have a project in mind or are simply interested in finding out more about my work and what I can do for you, let's get in touch and get things going.

I'm available to chat at any time using the methods below:

Matt Kalish

P: +1.516.455.9706

E: mattkalishmedia@gmail.com

W: mattkalish.com

Resume

My full work history is available to download any time at mattkalish.com/resume.

Acknowledgments

Thanks to racing and landscape photographer Tedrick Mealy for the photo of me working a rally event on the right of this page. Check out more of his photos at tmealyphoto.com.

The photo in the background of the ARA Roost Logo on page 8 was taken by world-class racing photographer Alex Wong while under contract with the series. His work can be seen at emotiveimage.com.



Photo by Tedrick Mealy

