

# MATTHEW PHILLP

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## COPY AND CONTENT

CREATIVE DIRECTION | BRAND IDENTITY | STORYTELLING

### Summary of Qualifications

- **CREATIVE COPYWRITER** with 10 years of experience expanding businesses, sales, and engagement through storytelling-oriented copy aligned with data, insights, and brand identity
- **STRATEGIC PROJECT LEADER** streamlining the end-to-end creative process from concept to delivery, reducing revisions by aligning with client vision and facilitating collaborative communication between clients, creative teams, and stakeholders
- **RESOURCEFUL MARKETING PROFESSIONAL** recognized for releasing hundreds of in-house and agency projects across print, digital, social media, video, radio/podcast, out-of-home, and experiential platforms

### Areas of Expertise

**COPYWRITING:** Brand Identity Articulation | Content & Brand Guidelines | Print & Digital Advertising | Campaign Concepts | Websites & Landing Pages | SEO | Social Media | Blogging | Podcasting | Editing | UX

**STRATEGY:** 360 Campaign Development | Strategic Briefing | Client Presentation | Brainstorming | Research & Interviewing

**MANAGEMENT:** Client Management | Stakeholder Communication | Training & Mentoring | Team Building | Talent Sourcing

### Professional Experience

**COPYWRITER** | META | NEW YORK, NY Dec 2023 – present  
*Contracted to provide concept, copy and editing support to the Global Small Business Marketing team.*

- Refresh web, email, and video assets designed to educate both customers and internal teams about advertising products Meta offers across all platforms (Instagram, Facebook, WhatsApp)
- Work with stakeholders and designers to build an educational email marketing strategy to support Meta's top tier advertisers around the world
- Collaborate with internal teams to streamline the communication process between writers, designers, and stakeholders with a view to facilitate more efficient collaborative alignment and speed up production
- Record and edit voice over for video content

**LEAD COPYWRITER** | INSTITUTE FOR INTEGRATIVE NUTRITION | NEW YORK, NY May 2023 – Sept 2023  
*Contracted to lead a team of four through the company's rebranding initiative. Promoted new brand partnership and product verticals across all digital and print channels.*

- Rewrote the brand's tagline and mission, vision, and purpose statements, which refined the company's messaging
- Worked with stakeholders to build an educational email marketing strategy and drip campaign, which improved email open rates by 10%
- Created social media ad campaign content that exceeded marketing stakeholders' engagement goals
- Streamlined the communication process between writers, designers, and stakeholders, which facilitated more efficient collaborative alignment and speed up production

**CREATIVE DIRECTOR/PRODUCER** | TELL ME ABOUT YOUR FATHER PODCAST | NEW YORK, NY Nov 2019 – Present  
*Oversee end-to-end production of 90+ podcast episodes: sourcing and researching guests, writing and conducting interviews, editing sound, publishing, and writing copy for social media and email to promote each episode.*

- Wrote marketing material that has grown niche podcast followers from zero to 5,000+, with 1,000+ followers added each year and 1000 downloads per episode
- Featured high-profile guests include Molly Shannon, Jason Kander, Joel Kim Booster, Andrew McCarthy, Jake Jaxson, Kathryn Schulz, and Salman Toor

**SENIOR CREATIVE WRITER & STRATEGIST** | 20NINE/CHRONIC AGENCY | NEW YORK, NY *June 2021 – May 2023*  
*Managed concept development, copy, presentation, and execution for projects from creative brief to completion for 10+ clients, with up to seven projects simultaneously. Sourced, hired, and mentored copy interns and freelancers on an as-needed basis. Conducted customer and stakeholder research and made data-driven strategic and creative decisions on every project.*

- Revamped the 20nine and Chronic Agency brand identities to CEO approval; overhauled web copy, social media editorial strategies, and wrote 28 case studies over six months
- Wrote and presented client pitches and maintained a 90% project win rate

**CREATIVE DIRECTOR, COPY** | VARIOUS COMPANIES | NEW YORK, NY *January 2020 – June 2021*  
*Generated creative strategies to tell brand stories and inspired action through copywriting. Established brand identities, style guides, social media content, email communications, and UX copy for client apps. Clients: Hologram Sciences, Morgan & Morgan Law, O.School, DeSantis Breindel, One Main Financial.*

- Strengthened internal and external communications and brand guidelines by clearly articulating an inspiring value proposition and brand story, which drove online engagement
- Revamped email templates and newsletter content, which improved open and click-through rates by an average of 18%
- Streamlined the client briefing process and ensured collaborative communication, aligned vision, and detailed documentation, which produced final assets more efficiently

**CONTENT CREATION SPECIALIST** | CITARELLA GOURMET MARKET | NEW YORK, NY *Nov 2018 – Dec 2019*  
*Recruited and mentored a team of five copywriters. Defined and implemented a brand identity aligned with a positioning strategy to target a broader customer base. Wrote all social media content, monthly promotional emails, and copy for bags and dozens of dozens of store brand consumer packaged goods.*

- Wrote copy for radio and video scripts and print and digital signage, which facilitated a successful store launch and continued to boost sales and engagement
- Edited internal and external newsletters, expanded and engaged the customer base and improved the employee experience (internal newsletters were translated into Spanish and were printed and hand delivered)
- Overhauled the website look, feel, and function and implemented an SEO strategy that increased monthly visitors, subscribers, and sales
- Wrote email campaigns, invitations, signage, and print marketing material for events that demonstrated Citarella products and cooking techniques, which increased reach and orders

**SENIOR COPYWRITER** | BLINK FITNESS | NEW YORK, NY *Sept 2014 – Sept 2018*  
*Led the brand's copywriting initiatives including direct mail, digital and social media content, email, newsletters, 360 campaigns, out-of-home, in-store signage, radio/audio, video, and retail.*

- Produced the critically acclaimed #BeYou and #HearMeRoar 360 campaigns, which expanded brand awareness and alignment with important social causes
- Wrote and revised the master brand book, fine-tuning the brand's voice and style guidelines through three evolutions
- Formed brand partnerships with Conde Nast, NYU Langone, Upright Citizens Brigade, Hearst, and NYC Running
- Developed B2B assets to launch franchising, which grew the brand from 30 locations in the northeast to 100+ gym locations nationwide

**COPYWRITER** | AUDIBLE | NEWARK, NJ *Oct 2013 – Sept 2014*  
*Wrote promotional and sales copy, website, email, and instructional content for Audible and the home recording and publishing service, ACX.*

- Drafted UX copy for four app updates across eight types of devices over one year

## Education

**POST-GRADUATE DIPLOMA IN JOURNALISM** | UNIVERSITY OF TECHNOLOGY, SYDNEY | SYDNEY, AUSTRALIA

**BACHELOR OF ARTS IN VISUAL & PERFORMING ARTS** | SYDNEY COLLEGE OF THE ARTS | SYDNEY, AUSTRALIA