

Matthew Phillp

Creative Director/ACD. Brand Storyteller. Copywriter Extraordinaire.

Address Brooklyn, NY, 11211

Twitter @mattphillp

Phone 1-917-862-3994

E-mail contact@matthewphillp.com

Creative Director/ACD Copywriter with 12+ years of professional in-house and agency experience. Proven track record with a broad range of tech, wellness, healthcare, B2C and B2B brands. Skilled at creative mentorship, team building, and creating engaging, research-based, results-focused content and campaign concepts, differentiated brand identity, voice, and brand story narrative.



Primary Skills

- ◆ Creative Team Building and Leadership ◆◆◆◆◆
Excellent
- ◆ Direction and Strategy ◆◆◆◆◆
Excellent
- ◆ Instinctive, Flexible, Seasoned Writer ◆◆◆◆◆
Excellent
- ◆ Brand Voice and Positioning Development ◆◆◆◆◆
Excellent
- ◆ Digital-first Concepts, Campaigns, and Stories ◆◆◆◆◆
Excellent



Work History

- ◆ **Jun 2021 - Current** **SENIOR CREATIVE WRITER AND STRATEGIST**
20nine, New York + Philadelphia, NY, PA
 - Oversee and provide copy for all client projects (incl: Accenture, Signant Health, Emodo Tech, PHCVB, LaSalle College High School)
 - Project work includes concept and granular level voice/copy work for complete brand refreshes, brand guidelines, web copy, digital and print ads, video and audio scripts, social media posts
 - Detailed preparatory research for all clients including conducting in-depth discovery interviews with stakeholders, clients, and competitors, social media and online presence analysis, brainstorm participation, and concept articulation

- Play a key role in client pitches and present clients with work at every stage of projects
- Help develop fresh brand identity for 20nine itself, by writing case studies, overseeing social media editorial strategy, and company web site copy
- Own copy component of projects for multiple clients at all times
- Work directly with strategists to implement data and insights-based approach to copy for all internal and external projects
- Manage/mentor copy interns and sourced freelance writers where needed

Nov 2019 - CO-CREATOR/CREATIVE DIRECTOR

Current

Tell Me About Your Father Podcast, New York, NY

- *Tell Me About Your Father* is a podcast about father figures, daddy issues, and dismantling the paternal mystique
- Research, schedule, interview guests for podcast episodes
- Edit and polish stories from raw interview material to finished episode
- Write and record title voice overs and episode summaries
- Compose and build promo communications for email blasts
- Created distinct sound template for each podcast episode
- Collaborated with and directed designer, illustrator, and web producer to established distinct website look, feel, and tone for website that presents and explains podcast concept
- Established editorial guidelines and write copy for ongoing associated social media channels that post daily

May 2020 - ACD (Copy), STRATEGIST

Jun 2021

Freelance, New York, NY

Clients: Hologram Sciences, O.school, DeSantis Breindel Agency

- Provided perspective on and copy for approved brand positioning statements and voice development
- Collaborated on social strategy and content creation for all social channels, increasing engagement
- UX Copy and brand narrative flow for apps, increasing visitor stats
- Member-facing email communication and content strategy
- Website and landing page brand storytelling strategy and SEO copy

Feb 2020 - CREATIVE SERVICES DIRECTOR (contract)

May 2020

Morgan & Morgan, New York, NY

- Refreshed and presented consistently engaging, on-brand client-facing copy and engaging, accessible short, medium, and long form creative storytelling content for social channels, OOH, web, print, radio, and digital assets
- Created refreshed on-brand campaign look for brand's first OOH advertising campaign in New York City
- Established streamlined process for creative marketing brief delivery and implementation
- Reduced substantially rounds involved in delivering approved creative

- Managed team of talented writers, designers, and strategists
- Guided editorial team in delivering and publishing firm's yearly magazine, *Verdicts*
- Identified and delivered plan for research-based, highly differentiated, creative expansion of official style guide and brand positioning

Nov 2018 -
Dec 2019

CONTENT CREATION SPECIALIST, COPY

Citarella Gourmet Market, New York, NY

- Developed, defined and implemented differentiated brand voice in line with new positioning to target broader customer base
- Collaborated with Art Director to refresh look and feel of seasonal menus, packaging, signage
- Channeled passion for food into writing vibrant, on-brand creative social content in line with industry trends for all brand channels, increasing social engagement
- Recruited and directed team of talented specialist writers
- Wrote and delivered engaging on-brand copy for radio and video scripts and print and digital advertising signage for new market opening
- Collaborated with external agencies to optimize consumer engagement through SEO strategy
- Forged brand alliances with relevant media and content creation outlets and community organizations
- Collaborated with customer outreach personnel and other departments to ascertain audience demographics, incorporating collected data into future copy
- Reviewed and edited final copy for accuracy

Sep 2014 -
Sep 2018

SENIOR COPYWRITER

Blink Fitness, New York, NY

- Partnered with Creative Director to develop and implement fresh brand voice, and deliver brand's official style guidelines
- Evolved/delivered on-brand copy for range of creative projects (advertising, email, editorial, direct mail, digital, social channels, OOH, in-store, print, newsletters, radio, video, retail) as Blink grew from 30 locations locally to 100+ locations nationwide (including multi-cultural markets)
- Defined and delivered B2B version of brand for franchisee collateral (B2B web, digital, direct mail, social channels)
- Led brainstorm and advised on editorial concepts for engaging, on-brand creative social media content
- Formed brand partnerships with GMHC, Conde Nast, Hearst, NYU Langone
- Recruited, directed, and mentored specialist freelance copywriters and junior designers
- Provided on-brand feedback to external agencies in launching two brand evolutions
- Worked with outside agencies to optimize SEO and increase consumer engagement.

Oct 2013 -
Sep 2014

COPYWRITER

Audible Inc., Newark, NJ

- Partnered with designers and business owner-client from all company departments to create successful, on-brand promotional campaigns, social content, UX copy, customer-facing educational communications, and swag
- Delivered differentiated instructional and promotional copy for ACX, Audible's do-it-yourself audiobook recording product (B2B)
- Customized brand messaging to reach and capture target audience interest and drive engagement



Education

Jul 2006 -
Jun 2007

POST-GRADUATE DIPLOMA: JOURNALISM

University of Technology Sydney - Sydney, Australia

Mar 2000 -
Nov 2003

BACHELOR : Visual And Performing Arts

The University of Sydney - Sydney College of The Arts - Sydney, Australia



Accomplishments

- Lambda Literary Foundation - Fellowship recipient 2013
- Alien of Extraordinary Talent - U.S. Green Card recipient 2010
- Glammy Awards – Best Writer (*DNA Magazine*) Nominee 2009
- Glammy Awards – Best Writer (*DNA Magazine*) Nominee 2008