



MATT STANDO

COPYWRITER

I'VE LEARNED

BACHELOR OF ARTS

CREATIVE ADVERTISING

MICHIGAN STATE UNIVERSITY
2020

BACHELOR OF ARTS

ENGLISH

MICHIGAN STATE UNIVERSITY
2017

I KNOW

ADOBE CREATIVE SUITE
MICROSOFT OFFICE SUITE
MAC SOFTWARE
WEBFLOW
QUALTRICS
SEO OPTIMIZATION
EDITING
AP STYLE
CREATIVE STRATEGY
SCALABLE IDEATION
CROSS-TEAM COLLABORATION

I AM

DEADLINE ORIENTED
NATURAL TEAM LEADER
WELL ORGANIZED
READY TO LEARN
FLEXIBLE + ADAPTABLE
CALM UNDER PRESSURE

I'VE WORKED

07.2022 - 06.2023

COPYWRITER

MRM//MCCANN

- Developed content for vehicle, news and promotional landing pages on Cadillac website.
- Concepted, wrote and assisted in production of original video content to promote Cadillac LIVE at-home shopping experience.
- Developed copy for CRM and CLM focused email campaigns.
- Regularly presented creative work to clients and executive level creative team.

06.2021 - 07.2022

JUNIOR COPYWRITER

VMLY&R COMMERCE

- Developed social, print, digital and radio work for a variety of clients including Volkswagen, Continental and Nestlé.
- Contributed creative work to win new business pitch for Bush's Beans.
- Collaborated with art directors to produce coherent creative work that answered strategic brief.
- Built and presented decks to creative directors and clients.
- Assisted in production for creative work when necessary.

10.2020 - 04.2021

COPYWRITER INTERN

AMROCK

- Assisted senior creative team members in conception and execution of promotional materials, one-pagers, social media and email campaigns.
- Developed, edited and proofed copy for Amrock website redesign.
- Actively collaborated with strategists and designers to ensure assets align with creative brief and are delivered on deadline.
- Adapted tone and messaging for different lines of business and products.

HIT ME UP

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