



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

06.2021 - PRESENT

JUNIOR COPYWRITER

VMLY&R COMMERCE

- Write for a variety of clients including Nestlé, John Deere and Volkswagen.
- Collaborate with art directors to produce coherent creative work.
- Contribute to creative work for new business pitches.
- Build and present decks to creative directors and clients.
- Assist in shoots and 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.

09.2019 - 09.2020

CONTENT WRITER

ELI BROAD COLLEGE OF BUSINESS

- Assisted communications coordinator in creating long-form written content for the college's newsletter and website covering students, faculty and alumni.
- Conducted research and interviews on a variety of topics.
- Independently executed collaborative social media campaigns among schools and organizations within the college.
- Improved strategy on social media accounts including Instagram and LinkedIn.

HIT ME UP

MATTSTANDO@GMAIL.COM / 734 . 747 . 1347 // MATTSTANDO.COM