

Matt Cappiello. Copywriter.

Portfolio:

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EXPERIENCE

Freelance Copywriter, Draftline; New York NY — Feb. 2022—Present

- Created social media content, including organic and paid, as well as CRM material and web updates for Anheuser-Busch's Beyond Beer portfolio.

Freelance Copywriter, Shutterstock; New York NY — Nov. 2020—Feb. 2022

- Created brand campaigns and advertising assets, including landing pages, emails, owned and paid social media, ABE campaigns, and consumer-facing white papers and reports for a leading tech/creative services platform.

Freelance Creative, Self-Employed; New York NY — July 2019—Nov. 2020

- Ad-hoc freelance projects for a variety of brands, including Anheuser-Busch, Jägermeister, Buchanan's Scotch, Ricoh Printers, Duracell, LG, Nature's Bounty, and more.

Freelance Copywriter, Oliver Agency; New York NY — Aug. 2018—July 2019

- Created marketing content, print ads, in-house collateral, flyers, B2B brochures, and social media, for Marriott International, working with a catalog of 20+ hospitality brands, including luxury brands like The Ritz-Carlton and St. Regis Hotels.

Senior Copywriter, Rauxa; New York NY — Oct. 2016—July 2018

- Developed direct mail, email, and social media concepts for Verizon Fios, Verizon Wireless, and Verizon Business Markets.
- Created social media posts for TGI Friday's and Keep America Beautiful.

Senior Copywriter, TracyLocke; Wilton CT — June 2010—July 2016

- **Notable clients:** PepsiCo, Hewlett-Packard, Don Q Rum, Dick's Sporting Goods, Reebok, and more.
- Led concept development across multiple brands, including new business pitches and agency initiatives.
- Participated in and led brainstorming sessions, using creative insight to solve business challenges in novel ways.
- Delivered clear, concise, and enthusiastic presentations, both internally and to clients.

EDUCATION

Quinnipiac University, Hamden CT — B.A., English, 2009