

Eileen Matthews

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I am an idea machine with 4+ years of copywriting experience and a background in comedy and music, also I'm a true Chicago gal.

I believe that advertising is smart art. People pay attention to what they like and sometimes that's an ad.

I love making smart things that make people think and funny things that make people laugh AND think, Mexican food, and outdoor adventures.

Education

UNIVERSITY OF ILLINOIS | DEC '11
Urbana-Champaign, IL
B.S. Advertising

THE SECOND CITY TRAINING CENTER
Chicago, IL
Graduate of both the Improv & Writing Programs

Achievements

2016 Shorty Award Nominee
Best Tumblr Page

Sky Diving Survivor
Elsinore, CA | Jun '15

Wieden+Kennedy 12 Finalist
Portland, OR | Nov '13

The Martin Agency Student Workshop
Richmond, VA | Jan '11

Gingerbread House Contest Winner
Arlington Hts, IL | Dec '01

Select Features

The Drum
Project Feature | Apr '17
LA Copywriter Creating 100 Days of Feminist Big Brand Ads

Mashable
Project Feature | Jun '15
Finally All The Trends You Hate Are Being Put To Rest

Bustle
Project Feature | Jun '15
'100 Things That Should Die' Instagram Project Buries Everything That Annoys You

Experience

COPYWRITER & SOCIAL CONTENT STRATEGIST | TBWA\MAL\FOR GOOD
Los Angeles, CA | Jul '16–Apr '17

This was a rather unique experience. I worked exclusively within a social team designed to act as a newsroom. We met every morning, discussed current events, and conceptualized ways our client could jump in on conversations – sometimes it was a tweet, sometimes it was a tentpole campaign. Our team evolved to take on more of an editorial role once we were asked to go on a bus tour across the country. On the road we did everything from live tweeting panels, to shooting Insta stories, FB Live segments, and working with videographers and photographers to capture individual stories and edit those into digestible social pieces.

Accounts: XQ: The Super School Project

FREELANCE SR. COPYWRITER | EDELMAN
Los Angeles, CA | May '16–Jul '16

My first gig in LA. Also the first time I was asked to manage and oversee the work of a junior writer. In the short time I was here I worked on social copy (most notably Facebook Canvas), strategic/creative brainstorming, and writing many a manifesto.

Accounts: Shell, STARZ, Sunkist, Samsung Pay, Avery-Dennison

COPYWRITER | Y&R
Chicago, IL | Sept '14–Apr '16

This is where I really cut my teeth in the creative world. You name it and I probably did it. Print, Radio (recording sessions/editing/talent selection/production), TV (soup-to-nuts, and even Spanish translation), Social (contests/tentpole campaigns/paid/daily content/strategy), Digital (pre-roll video, banners, rich media units, VR experiences, microsites). Yeah, I learned a lot.

Accounts: New Business, Mini Babybel, Embassy Suites, Double Tree, Butterball, AZEK & Timbertech

JR. COPYWRITER & ADMINISTRATIVE ASSISTANT | UPSHOT
Chicago, IL | Jan '13–Sept '14

My "Peggy Olson" days. Literally. I worked my way up from a receptionist to a jr. copywriter. I wrote a lot of headlines for in-store displays at Subway and became an expert on garage door openers while re-writing the LiftMaster product catalogue and many B2B pamphlets.

COPYWRITER & SOCIAL MEDIA MAVEN | NUPHORIQ
Elk Grove Village, IL | May '11–Sept '12

I was a summer intern turned junior creative at a start-up company just beginning to discover who they wanted to be. (And so was I.) I worked on direct mail, radio, OOH, website copy, blog posts, and social media content for local catering companies across the country. I also led the agency in designing a standardized creative process which helped better understand our brands and the best strategic approach for their needs. #Young&Ambitious