

# Eileen Matthews

eimatthews123@gmail.com | eileenmatthews.com | 847-553-5077

*I am* an idea machine with 6+ years of agency copywriting experience, and a background in comedy writing and performing.

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

*I love* making lists of ideas, my Chicago Cubbies, a well-executed old fashioned, 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

**No Shade Podcast**  
Guest Speaker | Feb '18  
*Ep 20: Feminist Ads with Eileen Matthews*

**Amy Poehler's Smart Girls**  
Project Feature | May '17  
*100 Days of Feminist Ads From Smart Girl, Eileen Matthews*

**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

**SR. COPYWRITER | KASTNER & PARTNERS**  
*Los Angeles, CA | Nov '17–Present*

Currently the senior copywriter behind the award-winning "It Gives You Wings" cartoon campaign—covering OOH, POS, Social/Digital, TV, and Radio.

*Accounts: Red Bull*

**FREELANCE SR. COPYWRITER | VARIOUS AGENCIES**  
*Los Angeles, CA | Apr '17–Nov '17*

A brief period of playing the freelance field while I worked on my 100 Days of Feminist Ads project where I created fake ads for real brands with an intersectional feminist twist.

*Accounts: New Business, American Express, Chromebook, Snapchat, North Carolina Tourism, Sparkle, Principal Financial*

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

I worked exclusively within a social team designed to meet every morning and concept ways our non-profit client could jump in on relevant conversations. Our team evolved into an editorial role, touring the country and interviewing real people about their high school experience. We did everything from live tweeting panels, producing real-time content, and working with videographers and photographers to capture individual stories and edit those into digestible social content.

*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).

*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 long form SEO-focused web content small 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

REFERENCES AVAILABLE UPON REQUEST