

MATHEW TOPOLEWSKI

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EDUCATION

UNIVERSITY OF OREGON • 2009 – 2013

Bachelor of Arts in English and Cinema Studies

EXPERIENCE

SENIOR COPYWRITER • RPA

LOS ANGELES, CA • JUNE 2021– PRESENT

- Worked in tandem with an Art Director leading and developing the execution of fully integrated campaigns that were on brand and on brief from concept to production to final delivery (FreshDirect, Marathon, Spectrum Business, TXU Energy, Southern California Edison)
- Proactively identified and pursued opportunities that went beyond the brief to elevate brand visibility and strengthen agency-client relationships
- Secured agency an additional \$37,000 by developing and selling a supplemental OOH campaign that went live across New York City (FreshDirect)
- Collaborated with internal and external production partners to execute a range of work for various mediums
- Mentored junior creatives, reviewing their work and offering guidance to help cultivate future agency talent

COPYWRITER • R&R PARTNERS

LOS ANGELES, CA • MAY 2019 – JUNE 2021

- Developed and wrote an integrated holiday campaign that drew over 45,700 additional page views to VisitLasVegas.com and increased consideration to visit by over 61% (Las Vegas Convention and Visitors Authority)
- Worked directly with professional hockey player Ryan Reaves to produce and execute a holistic campaign that decreased water waste by 6% across Southern Nevada (Southern Nevada Water Authority)
- Increased fan avidity across Las Vegas for the Las Vegas Raiders by helping create and effectively launch a holistic campaign for the team's inaugural season

COPYWRITER • RAZORFISH

LOS ANGELES, CA • MARCH 2017 – MAY 2019

- Lead writer for all social accounts (Phillips 66, 76, and Holland America Line)
- Concepted, wrote, storyboarded, and served as the creative lead producing a video campaign for Phillips 66
- Managed a growing team of writers, designers, and animators producing day-to-day social and digital content
- Successfully led presentations to major clients in order to sell through a range of creative concepts (Phillips 66, 76, Conoco, Bank of the West, Smart & Final)

ASSOCIATE COPYWRITER • RAZORFISH

PORTLAND, OR • JUNE 2014 – MARCH 2017

- Netted agency an additional \$125K by producing and selling a digital experience for Halo: The Master Chief Collection
- Concepted and wrote creative solutions for pitch decks, social campaigns, and digital experiences (Xbox, Phillips 66, 76, Conoco, Bank of the West, Visa, Honda)
- Wrote day-to-day social posts for Phillips 66, 76, and Conoco

FREELANCE JUNIOR COPYWRITER • NORTH

PORTLAND, OR • FEBRUARY – JUNE 2014

- Developed product accessory videos for Whispbar Car Racks
- Composed email copy for clients including Yakima Car Racks

AWARDS**M.M.A SMARTIES SILVER AWARD**

Global Product / Services Launch

EPICA BRONZE MEDAL AWARD

Mobile Games and Mobile Sites

OFFICIAL HONOREE AT THE 2015 WEBBY AWARDS

Games-Related

SKILLS

COMING UP WITH THE BIG IDEA

COMING UP WITH THE RIGHT IDEA

BRAND STORYTELLING

PLATFORM & CAMPAIGN DEVELOPMENT

WRITING SCRIPTS

ANYTHING ON THE WATER

HOCKEY