

MATHEW TOPOLEWSKI

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EDUCATION

UNIVERSITY OF OREGON • 2009 – 2013

Bachelor of Arts in English and Cinema Studies

EXPERIENCE

COPYWRITER • R&R PARTNERS

LOS ANGELES, CA • MAY 2019 – PRESENT

- Developed and wrote a fully integrated creative campaign which drew over 45,700 additional page views to VisitLasVegas.com and increased consideration to visit by over 61% (Las Vegas Tourism)
- Crafted a campaign platform that garnered 25MM+ impressions across traditional and digital media, and was featured in the Washington Post highlighting destinations that have effectively shifted their messaging in response to the Covid-19 pandemic (Puerto Rico Tourism)
- Worked directly with professional athlete Ryan Reaves of the NHL 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
- Worked in tandem with outside vendors including directors, photographers, and producers to ensure the highest level of production during commercial shoots

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
- Led presentations to major clients to successfully sell a range of creative concepts (Phillips 66, 76, Conoco, Bank of the West, Smart & Final)

ASSOCIATE COPYWRITER • RAZORFISH

PORTLAND, OR • JUN 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 • FEB – JUN 2014

- Developed product accessory videos for Whipbar 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

SOCIAL

VIDEO

IDEATING

BRAND STORYTELLING

DIGITAL EXPERIENCES

ANYTHING ON THE WATER

HOCKEY