

# Eileen Matthews

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*I am* a versatile writer and visual thinker, rational problem solver, and creative leader with 11+ years of experience in advertising.

## Education

UNIVERSITY OF ILLINOIS  
*Urbana-Champaign, IL*  
B.S. Advertising

THE SECOND CITY TRAINING CENTER  
*Chicago, IL & Los Angeles, CA*  
Improv Conservatory & Writing Programs

## Achievements

2023 D&AD Wooden Pencil  
Haleon Access Codes (Grey NY)

2016 Shorty Award Nominee  
Best Tumblr Page

Sky Diving Survivor  
Elsinore, CA | Jun '15

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

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

## In The Press

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*

*I will* always find a way to get something done that I believe in. And I will be the one organizing the chaos every step of the way.

## Experience

INSTRUCTOR | BOOK 180 PORTFOLIO SCHOOL  
*Remote | Oct '22–Present*

I teach aspiring young creatives how to mine culture for insights, craft big ideas into simple words, and present them with confidence.

ACD COPYWRITER | GREY NY  
*New York, NY | Dec '19–Present*

Currently serving as a reliable copywriter on various brands for projects big and small. I'm a client-facing creative leader, and help manage and guide the work of junior creatives.

*Accounts: Volvo USA, Modelo, McCormick, Haleon (formerly GSK) Global (Pitched & Won), IHG Hotels, Advil, Always, Gillette Venus, Pantene*

SR. COPYWRITER | MOTIVE LA (FORMERLY PITCH)  
*Los Angeles, CA | May '18–Oct '19*

This experience was a master class in getting ASAP (as scrappy as possible) with big ideas for low-budget brands. My "get sh\*t done" attitude served me well here, where there was a culture of pitching in wherever help was needed.

*Accounts: The Bar Method (Pitched & Won), Kevita Kombucha (Pitched & Won), Westfield Malls, Konami Gaming Inc.*

SR. COPYWRITER | KASTNER & PARTNERS  
*Los Angeles, CA | Nov '17–May '18*

Worked exclusively on the continuation of the world-famous "It Gives You Wings" cartoons.

*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 Paper Towels, Principal Financial*

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

This arm of MAL was Lee Clow's pet project. We helped launch Laurene Powell Jobs' XQ Super School Project, which put out an open call to rethink high school and wound up funding the creation of 10 "Super Schools." Our team told these schools' stories. I toured the country, interviewing people about their high school experience, live tweeted panels, and produced real-time events and social content.

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

This is where I really cut my teeth creatively. We're talking print, radio, broadcast, social, digital—soup to nuts. I learned it all by being thrown head-first into the deep end.

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

RECEPTIONIST & JR. COPYWRITER | UPSHOT  
*Chicago, IL | Jan '13–Sept '14*

My "Peggy Olson" days. Literally. I worked my way up from receptionist to a part-time jr. copywriter all the while working on my portfolio behind the front desk.