

# Matthew Keller

Copywriter

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matthewtkeller.com

210.807.1105

Creative writer with 4 years of experience crafting compelling B2B and B2C copy for websites, TV, outdoor, digital, social and print campaigns. Seeking full-time writing position in a team environment that engages my drive to create my best work with every project and exceed client expectations, while meeting fast-paced production schedules.

## Experience

Copywriter – Anderson Marketing Group (San Antonio, TX) August 2018 – Present

- Writes clear and concise headlines, emails, blog posts, newsletters, webpages and social ads
- Collaborates with team to develop original concepts and write lead-generating content
- Creates copy for campaigns in higher education, healthcare, finance, nonprofit, foodservice & retail
- Persuasively presents concepts and deliverables to internal creative team and client executives
- Comfortably manages multiple projects, communicating clearly to ensure that deadlines are met

Copywriter Intern – TBWA Chiat Day (New York, NY) June – August 2017

- Developed campaign ideas and taglines for brands like Nissan, McDonald's, and BNY Mellon
- Simplified ideas into keynote decks and presented them to management for consideration

Writing Tutor – St. Mary's University (San Antonio, TX) October 2014 – May 2017

- Worked with 10 students a week to improve technical writing skills and enhance paper content
- Pioneered the embedded tutoring program and reduced the class fail ratio by 50%

Technical Writing Intern – Randolph Brooks Federal Credit Union Summer 2015, 2016

- Wrote and optimized daily procedures for each department in Central Operations

## Certification

SEO Copywriting Certified – SEO Content Institute 2021

- Learned and demonstrated knowledge of how to research keyphrases, review competition and deploy an SEO content strategy that connects with readers, drives traffic and gains rankings

## Creativity

- Wrote a historical fiction novel and self-published a novelette
- Composes and records original songs and lyrics on the piano

## Volunteerism

Board Member – Allied Women's Center (San Antonio, TX) January 2020 – Present

- Leads all marketing efforts, coordinating a new website, paid Google ads and Google My Business
- Manages website and analytics, making recommendations to guide our marketing strategy

## Education

Bachelor of Business Administration in Marketing, Minor: English – 3.9 GPA  
St. Mary's University, San Antonio, TX – May 2017

- Excellence in Marketing Award