MATTHEW MESA

Copywriter

CONTACT

770-876-7248

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Milwaukee, Wisconsin

mattmesa.net

EDUCATION

University of Georgia
2015 - 2019
B.A. in Advertising
Graduated Cum Laude

SKILLS

- Concept Development
- Brand Voice Development & Activation
- Long-Form & Short-Form Copywriting
- Editing & Proofreading
- SEO Copywriting & Optimization
- Social Media Advertising
- Out-of-Home (OOH) Advertising
- Print Advertising
- Radio & Television Scriptwriting
- Pitch Development & Presentation
- Client Presentations & Public Speaking
- Time Management & Project Prioritization
- AI-Assisted Content Creation

PROFILE

Experienced copywriter skilled at developing engaging, audience-focused content for clients across diverse industries, including aviation, healthcare, higher education, travel and tourism, consumer packaged goods, quick-service restaurants, and horse racing. Brings a collaborative mindset, strong relationship-building abilities, and a proven track record of meeting demanding deadlines without sacrificing quality.

WORK EXPERIENCE

COPYWRITER
MKR Agency, LLC
October 2024 - September 2026

- Developed campaign concepts and executions
- Wrote print, paid search, social, and OOH ads, as well as scripts for radio and television spots
- Leveraged audience insights to inform creative development and drive engagement
- Interviewed subjects and wrote blog content
- Volunteered to create pro bono campaigns for local organizations
- Created pieces for use in trade shows and other events
- Wrote an original song to support a charity auction event
- Executed client feedback in a timely manner
- Utilized tools like the Google, Adobe, and Microsoft Office suites, as well as Figma and Miro

ASSOCIATE COPYWRITER
Cornett
March 2021 - July 2024

- Developed campaign concepts and executions
- Produced attention-grabbing headlines and taglines
- Researched and curated content for blog articles
- Directed voiceover talent in studio
- Pitched ideas to internal and client teams