

**Matt Starns — Copywriter — 651-587-2868 — matt.starns@gmail.com
570 Hayes St. Apt. 2, San Francisco, CA 94102**

Experienced storyteller and copywriter with strong domain expertise in cocktails, spirits, beer, and wine. Background in B2B sales, media consulting, marketing, and multimedia journalism. Former bartender. Raised on hockey and public radio.

SKILLS:

- Superior written and verbal communication.
- Individual contributor comfortable working autonomously or as part of a team.
- Experienced in building and managing client relationships at the “C” level.
- Demonstrated multimedia storytelling ability, including audio, photo, and video production (Adobe CS products, Final Cut Pro, ProTools, etc.)
- Microsoft Word, Excel, and Powerpoint.
- WordPress CMS (as well as other proprietary CMS interfaces) and Google Analytics.
- Facebook, Twitter, Instagram, Pinterest, and other social media and management tools (HootSuite, etc.)

EXPERIENCE:

- NerdWallet** — Writer Startup Participant (San Francisco, CA) Feb. 2016
- Selected to participate in NerdWallet Writer Startup training program. Intensive content writing bootcamp focused on service journalism, including ethics, balance, and fairness.
- Fullbridge, Inc.** — Partnership Associate (San Francisco, CA) Sept. 2015 — Feb. 2016
- Built and executed outbound prospecting campaigns to generate new partnerships and revenue while maintaining existing pipeline of prospective institutional and corporate partners.
 - Owned and managed client relationships (including Yale University) through the Fullbridge Opportunity Foundation.
 - Established and implemented best practices for campaign messaging and outreach strategy, working directly with senior consultants, executives, and vice presidents.
 - Consistently met and exceeded weekly key performance indicators.
- Marvel Bar** — Senior Barback (Minneapolis, MN) Jan. 2015 — Sept. 2015
- Two-time James Beard Award Semifinalist cocktail bar.
 - Built extensive base of knowledge on spirits, cocktails, wine, and beer.
 - Contributed to social media marketing strategy and execution.
- GlobalizEDU** — Program Coordinator (Pontlevoy, France) Aug. 2014 — Jan. 2015
- Maintained GlobalizEDU social media accounts to pique interest in programs on campuses.
 - Created marketing collateral including an audio podcast documenting program excursions and photo and video content for use on both GlobalizEDU website and social media.
 - Managed logistics including lodging, group reservations, museum visits, group transportation, crisis management, and student housing in French and English languages.
- OnMedia** — Production and Marketing Intern (Cedar Rapids, IA) May 2014 — Aug. 2014
- Scripted, storyboarded, shot, and edited television commercials and long-form videos for OnMedia advertising clients.
 - Created and maintained marketing collateral for Account Executives to use in client appointments.
- Frank N. Magid Associates, Inc.** — Consulting Associate Intern (Minneapolis, MN) June 2013 — Aug. 2013
- Created collateral on innovative new media and best practices in digital/multimedia publication for use in consulting appointments.
 - Collaborated with Consulting Associates and Vice President on an advisory for all NBC affiliate clients to maximize ROI for, and audience engagement in, coverage of the Sochi 2014 Olympic Games.
 - Wrote news and Op/Ed content for Magid Morning Facts and Magid I-Facts newsletters on a daily deadline.
- The Daily Iowan/Daily Iowan TV** — Metro Reporter, Anchor (Iowa City, IA) Aug. 2011 — May 2014
- Pitched, reported, wrote, and edited web and print content and shot/edited television VOs, VO/SOTs, and packages for air to statewide audience, including daily news, crime briefs, and long-form enterprise stories.
 - Feature story on gun culture in Iowa was one of four daily editions submitted to the Associated Collegiate Press by The Daily Iowan, resulting in a 2013 Associated Collegiate Press Pacemaker Award.

EDUCATION AND AWARDS:

- The University of Iowa ('14)** — BA, Journalism & Mass Communication and BA, French
- National Scholars Award, National Merit Scholarship Commended Student (2010-2014)
 - Dean's List
- The Daily Iowan (Newspaper in Iowa City, Iowa)**
- 2013 Associated Collegiate Press Pacemaker Award

LANGUAGES: English (Native), French (Fluent)

INTERESTS: Ice hockey, running, cycling, hiking, creative nonfiction, media studies, cocktails/bartending, live music