

# matty barker

Copywriter  
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## school

**The University of Texas at Austin - 2019**  
**BS in Advertising** - Moody College of Communication  
**Texas Creative Program** - Stan Richards School of Advertising and PR  
**Business Minor** - McCombs School of Business

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## **MOROCH - DALLAS, TX Jun 2024 - PRESENT**

### **Senior Copywriter**

- Methodist Medical Group, Methodist Health Systems, Neighborly
- TV, OOH, Print, Direct Mail, Web Copy

## **TOMBRAS - REMOTE Jan 2021 - Feb 2024**

### **Copywriter**

- TX Whiskey, Big Lots, The Zoo by Chewy, Casey's, Bush's Beans, NightWise Sleep Aid, Sweethearts
- TV, Radio, Digital, Social, PR stunt, Product Launch, OOH, App Launch, Branding, Web copy
- Helped win Chivas Regal and Casey's as new business

## **RPA - REMOTE Sep 2020 - DEC 2020**

### **Copywriter Intern**

- Honda, Arco SW, Internal Marketing
- TV, Radio, Digital, Social Media, Apparel Collection Design, Event Planning

## **THE RICHARDS GROUP - DALLAS, TX Jun 2019 - Aug 2019**

### **Copywriter Intern**

- Snapple, Dr Pepper, Central Market, Motts, Circle K, The Home Depot
- Print, TV & Radio scripts, Social, Experiential, OOH, Surprise & Delight projects

## **DAVID & GOLIATH - LOS ANGELES, CA Jun 2018 - Aug 2018**

### **Creative Intern, Member of Non-Profit Team**

- Jack In The Box, Universal Parks & Resorts, The 100Roofs Project
- TV scripts, Photoshoots, Guerilla Marketing, OOH, Social, Design

## **SALAD, THE ADVERTISING PODCAST - REMOTE Aug 2019 - Nov 2020**

### **Social Media**

- Announce episodes, engage with brands and publications, maintain pulse on culture

### **SKILLS**

Collaborating across teams and departments, keeping a straight face, never opening phishing links, making clients laugh, strategic creative thinking

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## **DUNGEONS & DRAGONS - May 2019 - PRESENT**

### **Player & Game Master**

- Prepares and executes team building events that encourage collaborative storytelling, creative problem solving, and using Pythagorean Theorem in real life
- Develops story arcs for countries and characters that feel topical and impactful
- Organizes and executes short campaigns for the purposes of bringing work from home coworkers together for team building and fun (up to 10 people)

## **SUN LEE TAEKWONDO - RICHARDSON, TX Aug 2005 - Dec 2022**

### **Master, Competitor, Instructor**

- Traditional Martial Arts, Practical Self-Defense, Olympic Sparring, Character Building
- Built and executed curriculum for classes, skill camps, and after-school programs

## **ACE ENRICHMENT - AUSTIN, TX Aug 2019 - Dec 2019**

### **Magician, Comic Books Instructor**

- Taught classes that develop writing and performance skills in students
- Gained the respect of elementary-schoolers through magic tricks and bad puns

### **SKILLS**

Education, group organization, improvisation, character creation, worldbuilding, collaborative storytelling, low-tier magic tricks, event planning