

# Matthew Fisher

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## Summary

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Senior Copywriter / Content Strategist

11+ years digital copywriting experience

2+ years online ad performance analytics experience

2+ years project manager

High performing digital ad campaigns (Top 15% click-thru rate on Bank of America.com)

Direct marketing, content strategy, online marketing copy, mobile advertising and content, online editorial content, interactive flash banners, interactive flash demos, video scripting, email, trade show collateral, search engine optimized web content, natural search best practices, alt tags, keyword, and performance analytics.

Writing areas include financial services, small business, technology and software, mobile, music and culture.

## Content Strategy & Copywriting

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**Senior Copywriter/Strategist**, Bank of America, San Francisco, CA April 2010 - present

Creative project lead – Manage priorities and deadlines across multiple digital marketing campaigns and drive creative strategy and execution

- Set and maintain project schedules, generate insight briefs, and creative team meetings
- Communicate with and advise business partners to ensure client satisfaction, timely delivery of creative assets and best customer experience
- Deliver creative presentations to senior level marketing executives and stakeholders
- Devise and execute creative strategy in collaboration with project team including visual designers, copywriters and developers

Analytics lead – Devise and lead performance analytics project to track, report and improve marketing ad performance across the site.

Copywriting – Drive creative strategy, concepting, storyboarding, script writing, and messaging for the digital and mobile space.

**Copywriter**, Bank of America, San Francisco, CA, November 2006 – April 2010

Project lead – Creative concepting and writing for online marketing pieces (Flash banners, flash demos, video scripts, splash pages, landing pages, static mastheads, targeted ads, etc) for a variety of channels including small business, mortgage, and insurance products for both consumer and business audience.

**Copywriter**, (contract) First Dental Health, San Diego, CA, September 2006 – November 2006

Lead copywriter – wrote and updated all marketing site copy for the launch of New Dental Choice discount dental program. Make recommendations for site strategy and presentation.

**Writer / Contributor** (contract) Adobe, San Francisco

June 2005 – October 2005

Wrote all public announcements for Adobe (then Macromedia) including product releases, investor updates, executive announcements and other news under tight deadlines. Weekly contributor to Macromedia corporate publications including Macromedia Site of the Day and Showcase.

**Copywriter**, eBay Inc. / PayPal, San Jose, CA February 2004 – June 2005

Online copywriting & strategy direct marketing and email, creative concepting, project management

- Project Lead – Devised content strategy for a new, international online payment product. Worked with business development and visual design team for launch of PayPal 'Payments' product
- Wrote marketing messaging for PayPal's marketing verticals including Product Marketing, Merchant Services (B to B), International, and eBay Buyers and Sellers
- Created click-through page campaigns that resulted in a 15% increase in sign-ups for PayPal buyer credit program
- Wrote landing and redirect pages, direct email, tradeshow booth concepting and print collateral for eBay Live
- Wrote PayPal marketing style & voice guidelines for the PayPal Style Guide.
- Managed multiple creative projects from concept to implementation on a monthly basis
- Managed interdepartmental relationships. Was instrumental in improving and maintaining a good working relationship between creative, marketing, and production departments

**Copywriter**, (contract) T-Mobile customer pages (T-Zone) / Fluent Communications, Seattle, WA August 2002

Wrote online marketing copy for content category and page link names, wrote customer greetings, page intros, instructional copy and help texts for T-Zone, T-Mobile's "customize service" web site.

**Copywriter**, (contract), Hey! Magazine/Fluent Communications, Seattle, WA December 2001- July 2002

Developed, Produced and implemented online content strategy for a quarterly magazine (print, web, email newsletters) covering wireless communications and hardware for VoiceStream wireless customers.

- Wrote project mission statement and drafted editorial plan
- Developed feature ideas and departments, edited submissions and prepared content for publication

**Senior Copywriter**, Modo, San Francisco, CA, December 1999- November 2000

Responsibilities: Produced and managed mobile content for Modo, a wireless city guide and entertainment accessory that updated continuously with original reviews, recommendations and entertainment content for active 20 - 35 year olds.

- Successfully launched Modo working with team of editors to plan, develop and implement the content structure, voice, style and creation within a 6-month deadline
- Wrote and edited mobile content reviews of local restaurants, clubs, concerts, galleries, shopping venues and cultural events
- Created, wrote and edited three weekly 'columns' on music, clubs and travel
- Recruited and managed a team of freelance contributors

## Journalism & Editing

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**Staff Writer**, XLR8R Magazine, East Bay Express, San Francisco

Responsibilities: Wrote features, reviews, and commentary on a range of topics including independent film, electronic music & popular culture. Past profiles include a cover story on Jamaican studio wizard 'Scientist', Dub producer Adrian Sherwood, and a history of Wackie's, the U.S' first Reggae label.

**Associate Editor**, Webtechniques Magazine, San Francisco, CA January 2001-May 2001

Responsibilities: Developed, edited and published "The New Architect" a weekly newsletter for design professionals covering the business and strategy of web design and published in association with Webtechniques monthly.

## Education

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**M.A.** University of the Pacific, English, 1997

**B.A.** University of the Pacific, English, 1994

### **Technical Summary:**

Windows, MAC OS, MS Office (Word, etc), Powerpoint, Adobe InDesign, Dreamweaver, Photoshop, Illustrator, Acrobat, HTML