

# Matt Fisher

Principal UX Copywriter - Hotwire

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## Summary

Senior level cross-disciplinary content strategist and copywriter

- Exceptional verbal, written, editing and copywriting skills used to create unique creative concepts that support global messaging and brand goals
- Lead writer, mentor and copy supervisor
- Proactive problem solver with a proven track record of ensuring seamless deployments within limited time/resources and rapidly changing requirements
- Strong creative presentation and communication skills

14+ years digital copywriting experience

2 + years principal UX copywriter

2 + years project manager

What I do:

Branding & naming • marketing communications • content strategy, design & editing • mobile content • agile • creative Strategy • UX and UI messaging for iOS, Android and web platforms • responsive design • optimization • digital direct marketing campaigns • content strategy • mobile advertising and content • online editorial content • interactive banners • micro sites • interactive flash demos • video scripting • email • trade show collateral • SEO web content • natural search best practices • performance analytics.

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## Experience

### Principal UX Copywriter at Hotwire

April 2014 - Present

Provide copy and content strategy for multiple projects across UX team including native apps, Apple Watch Web, mWeb

- Wrote and provided strategy for first Hotwire Apple Watch App
- Created and implemented branding and naming guidelines for the Hotwire product team
- Devised content strategy and creative concept for new home page rebrand
- Provide copy and creative solutions for internal campaigns, rebrands and communications
- Supervise and mentor junior writer and provide editorial, UI and UX expertise where needed

## **Senior Copywriter / Content Strategist at Bank of America**

January 2010 - April 2014

- Creative project lead - Managed priorities and deadlines across multiple digital marketing campaigns and drive creative strategy and execution
- Set and maintained project schedules, generated creative briefs, and facilitated creative team meetings
- Communicated with and advised business partners and clients to ensure client satisfaction, timely delivery of creative assets and best customer experience
- Presented creative to senior level marketing executives and stakeholders
- Devised and executed creative strategy in collaboration with project team including visual designer, copywriter and developer
- Devised and performance analytics project to track, report and improve marketing ad performance across the site.
- Drove creative strategy, concepting, storyboarding, script writing, and messaging for the digital and mobile space.

## **Copywriter at Bank of America**

November 2006 - January 2010

Creative concepting and writing for online marketing pieces (Flash banners, flash demos, voice-over 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.

## **Writer / Contributor at Adobe**

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 at PayPal**

January 2004 - June 2005

- Online copywriting, direct marketing and email, creative concepting & strategy, project management -
- Lead writer and creative strategy for launching a new, international online payment product.
- Worked with business development and visual design team to reconcept and relaunch the PayPal payments product - Wrote creative 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, Assisted with overall content and editorial
- 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

### **Staff Writer at XLR8R Magazine**

January 2000 - June 2004

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.

### **Freelance Copywriter T-Mobile, CMP Media, Modo**

December 1999 - 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.

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## **Education**

### **University of the Pacific**

M.A, English, 1997

### **University of the Pacific**

Bachelor of Arts, English, 1994