

Matt Harvey

(518) 878-5146 · Brooklyn, NY 11226 · theharvery@gmail.com · <https://matt-harvey.carrd.co/#www.linkedin.com/in/matt-harvey13>

Content Marketing Creator — Creative Copywriter

Copywriting | Audio Production | Video production

I make fun content that delights, entertains, and connects. I'm a Content creator and multi-disciplinary artist with a passion for telling stories and delivering extraordinary experiences. I believe in being playful and productive — I have over 20 years of experience creating immersive content, leading teams, and crafting moments that turn into stories. I'm a self-starter, constantly seeking to add new skills and understanding to my arsenal. I'm an expert in customer service, having created and implemented successful training modules for both the Dylan's Candy Bar, and CAMP brands. I have skills and experience in project management, copywriting, music production/composition, video editing, photography, and theatrical performance.

[Here are some links to my work.](#)

WORK EXPERIENCE

Heard Strategy and Freelance Work – *New York, NY*

7/22 – 2/23

Content Strategist/ Senior Content Creator

Creating captivating copy, editing videos, and producing audio.

- Wrote go to market copy for the *Miles* deodorant brand social channels designed to create emotional response.
- Newsletter headlines and SEO copy for *WubbaNub* to optimize sales on Amazon Marketplace, and to create recognized synergy of brand and product.
- Social caption copy for *Ragnaroc* air plants to build brand awareness and nudge sales.
- Video editing, music production, and animation for *Onetable.org* to drive traffic to their homepage and build community engagement on social.
- Conceived and illustrated a digital activity book to promote the Matt and Dan family music brand.
- Produced original music for the *Dillo's Diz* podcast.

CAMP – *New York, NY*

8/20 – 7/22

Content Strategist/ Senior Content Creator

Creating omnichannel concepts and content to tell branded stories across all platforms.

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- Creating Concepts and executing omni-channel campaigns to drive sales, and create brand affinity. *Notable projects: Noon Year's Eve, Discovery Cabin series, Music Monday, Spooky Stories, Counselor Picks, etc.*
- Leading and participating in brainstorming for branded experiences and branded partnerships.
- Copywriting for all channels — articles for editorial, product descriptions, social captions, scripts, branded emails, project briefs, pitch decks, etc.
- Music Monday/ Music CAMP album — a weekly, social first music video series that was turned into the Music CAMP album of music for families. Original music and videos were made for partnerships (*Ferrara, Lowes, Ally, Kinoo, etc.*) and for scoring video content.
- Video production — Capturing video assets, editing video, graphic animation, etc.
- Photo editing/ Graphic design — edited photos for editorial, creating graphic assets for use in editorial and video.
- Assisted with production on virtual live events.
- Developed training modules.
- Served on the brand's Culture Council.

CAMP – New York, NY

1/19 – 8/20

General Manager (5th Ave.)

Providing extraordinary interactive retail experiences, building a world class employer culture.

- Led the team at the CAMP flagship store on 5th Ave. to deliver magical, interactive retail experiences.
- Oversaw all retail and theatrical operations.
- Established SOPs for all pillars of monetization (retail, experience, café, theater, etc.)
- Introduced and maintained an innovative scheduling structure to support business needs and cut staffing budget without sacrificing the quality of service.
- Established training to support retail service and theatrical experience.
- Launched and directed 4 successful branded experience themes.
- Introduced theatrical product demos, PA Play moments, magic door bits, etc.
- Created a monthly employee appreciation program (WOSTAR Ragger Award).
- Assisted with new store openings and led OOH events.

Hudson Simulation/ New York Wired - Albany, NY

6/15 – 4/17

Content Creator

Created content to support the Hudson Simulation brand and assisted with creating E-learning programs.

- Video production — video asset capture for branded content, and e-learning modules (E3, Albany Medical Center, SUNY Albany).

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- Copy for branded assets, and e-learning modules (E3, Albany Medical Center, SUNY Albany).
- Graphic design for marketing, packaging, and e-learning modules.
- Audio production, composition and sound design.

EDUCATION

Schenectady County Community College - Schenectady, NY

Performing Arts/ Social Sciences, 2001-2002

Schenectady High School – Schenectady, NY

Regents Degree/ Fine Arts, 2000

PROFESSIONAL SKILLS

- Copywriting (PDP for SEO, editorial, social captioning, scripting, etc.)
- Audio Production and Sound Design (songwriting, composition, mixing, mastering, — Logic Pro and Reason Studios)
- Video Production and Editing (FCPX, Apple Motion, Adobe Premier, After Effects, etc.)
- Graphic Design and Photo Editing (Adobe Illustrator, Photoshop, Procreate, Pixelmator Pro, etc.)
- Proficient in Google Suite and Microsoft Office (Word, Excel, Docx, Sheets, Slides, etc.)
- Familiar with Google Analytics 4 (UA as well)
- CMS (Contentful)
- Experience with multiple POS systems (Shopify, Square, etc.)
- Familiar with Netsuite inventory management
- Experience with Zendesk
- Theatrical Direction and Performance
- Improvisation

AWARDS AND HONORS

Downunder Improv Champion – New York, NY

8/11

- By The Mummers was named champions of the 2011 Downunder Improv Festival

New York Musical Festival 2011 (Next Link Award and Best in Fest) -New York, NY

8/11

- BLOOD [By The Mummers] was named as a Next Link Award Winner and as Best in Fest for 2011

PROFESSIONAL MEMBERSHIPS

- ASCAP