

# 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**

- Velvet Taco, Methodist Medical Group, Methodist Health System, Neighborly, Mote Science Education Aquarium
- TV, OOH, Print, Radio, Direct Mail, Display, 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