



Matt Z. Sloan

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## experience

### **freelance creative direction / copywriting**

**JAN 1995–PRESENT (off and on, naturally)**

Deliciously broad project experience: 360 campaigns, websites, online media, social marketing, videos, branding/promotions, event marketing, direct mail programs, print ads, case studies, annual reports, speeches, radio, billboards, advertorials, press releases and corporate newsletters.

Mondo client experience: American Express, Comcast, Johnson & Johnson, Marzetti, Accenture, McDonalds, Sports Illustrated, AT&T, International School of Brooklyn, Yammer, Bank of America/NationsBank and Reynolds Wrap.

### **mrm worldwide**

#### **creative director**

**JAN 2012–FEB 2013**

#### **associate creative director**

**JAN 2010–DEC 2011**

Brought the creative thunder down for U.S. Army; the lead bolt thrower for all digital campaign executions, including websites, online media banners, social media, video extensions and even those darling little emails.

Eagerly lent conceptual expertise to elevate other accounts' executions, such as Verizon, Nikon and Diageo brands (e.g. Captain Morgan and Crown Royal). Managed and fostered talent while partnered with account, production and media teams to produce brand-building online executions with a smile (most of the time, anyway).

### **heartbeat digital**

#### **associate creative director**

**AUG 2007–DEC 2009**

Led the creative charge for a hodgepodge of accounts, including AllMusic.com, UCB (Xyzal and Cimzia), Abbott (Vicodin and Kaletra), Amgen and Beaton, Dickinson and Company.

Czar of copy...the grand overseer of all words...a semantic mechanic. In other words, he who maintained the quality standards of all content. And yes, I had a bit of an ego about it.

### **mrm worldwide**

#### **senior copywriter**

**JUNE 2006–AUG 2007**

Driving (and dashing) force behind Intel's Multiply digital campaign executions and concept-meister for Intel's Hard Meets Soft videos.

Pinch-hit concepts and copy for such delightful brands as MasterCard, Weight Watchers and U.S. Army.

### **abc cable network group**

#### **senior copywriter**

**JAN 2004–JAN 2005**

Generated concepts and content for original and acquired programming, including show branding (e.g. name generation, show synopsis, taglines, etc.), websites, ad banners and CRM programs.

## education

The Ohio State University

Bachelor of Arts, Journalism (Advertising) / Minor in English G.P.A. (file lost)

## noteworthy & lightly interesting tidbits

Spent three years as a DJ on East Village Radio that featured obscure 60s/70s riff rock. Ever hear of the band "Leafhound"?

Wrote TV and movie scripts, did stand up and put on a couple sketch comedy shows during my LA stint (read: I take rejection well)

Played in the band ThrottleFinger that made a few albums and toured the world. In fact, band still holds the Guinness World Record for "blowing most minds in a single concert."

Father of two lovely young daughters. Strenuous mental health exercises to ready for their teenage years currently in practice.