



Matt Z. Sloan

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experience

freelance creative direction / copywriting

JAN 1995–PRESENT (off and on, naturally)

Deliciously broad project experience: online marketing (including website, videos, online media, mobile and social media executions), videos, print advertising, branding/promotions, event marketing, direct mail programs, case studies, annual reports, speeches, radio, billboards, advertorials, press releases and corporate newsletters.

Mondo client experience: American Express, Comcast, Accenture, McDonalds, Sports Illustrated, AT&T, 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 (or semi-interesting)

Spent three years as a DJ on East Village Radio (show featured obscure 60s/70s riff rock. Ever hear of the band "Leafhound"?)
Wrote TV and movie scripts as well as performed stand up and sketch comedy. (read: I take rejection well) Also, played in the band ThrottleFinger that made a few albums (on vinyl, natch) and toured the world. In fact, band still holds the Guinness WR for "blowing most minds in a single concert." Father of two lovely young daughters. Every day I do mental and emotional strengthening exercises to ready myself for their teenage years.