

# Matthew Perry

Creative Director

Copywriter

---

## Portfolio

[matthexperrycreative.com](http://matthexperrycreative.com)

## LinkedIn

[/in/theothermatthexperry](https://in/theothermatthexperry)

## Email

[matthexperrycw@outlook.com](mailto:matthexperrycw@outlook.com)

## Skills

Creative Direction  
Content Strategy  
Client Relations  
Brand Marketing  
Social Media  
Performance Marketing  
Integrated Campaigns  
Artificial Intelligence SME  
Leadership, Teams up to 10  
Mentorship

---

## Education

Michigan State University  
BA, Advertising  
1998-2002

---

"I SOLVE PROBLEMS AND MAKE THINGS THAT PEOPLE LIKE."

## Everything from Super Bowl to social and beyond

Matthew Perry is an award-winning Creative Director, strategic writer and mentor with 15+ years of experience creating successful integrated, digital and emerging-technology social campaigns for Fortune 500 brands.

## Some Selected Highlights

USA Today Ad Meter Top 10 Super Bowl spot, Buick  
Cannes Lion Shortlisted Super Bowl spot, Chevrolet  
The One Show Pencil Shortlist, Experiential, Customer Experience, 2022  
The One Show Pencil Shortlist, Direct Marketing, Smart Devices, 2022  
Black D, Best of Social Impact, 2022  
Black D, Best of Creative Use of Media, 2022  
Black D, Best of Mobile, 2021  
Black D, Best of Digital Media, 2016  
19 D-Show Awards  
Judge, DC Addy Awards, 2021  
Judge, Pittsburgh Addy Awards, 2018

## Agency Experience

Tinuiti, MRM McCann, Campbell Ewald, Leo Burnett, Doner,  
Goodby, Silverstein & Partners, Universal McCann, BBDO

## Clients Including

AUTOMOTIVE // GMC, Chevrolet, Buick, Jeep, Dodge, Ram, Chrysler,  
Fiat, Ford Motor Company, Chevy Racing, AC Delco, MOPAR, GM Fleet,  
Chevy New Roads Magazine, Bridgestone Potenza Tires

TECHNOLOGY // OnStar, Amazon OPS, Twitter, Dropbox, Verizon, Cox  
Communications, Life360, Addressable

CONSUMER GOODS // The Gap, Wrangler, Lee Jeans, Polartec, Brunt  
Workwear, Boll & Branch, Harman Kardon, JBL, Minute Maid, Casa Noble  
Tequila, Serta Mattress, Bravo Actual, Avalon International Breads

FINANCIAL // Equifax, TIAA, Freedom Financial

SERVICES // Travelocity, The UPS Store, PrizePicks, Perkins Restaurants

NONPROFIT // The United Way, Ad Council's Fatherhood & Smokey  
Bear, DaimlerChrysler Corporation Fund, Detroit Music Hall

# Matthew Perry

**Creative Director**  
**Copywriter**

---

## Portfolio

[matthweperrycreative.com](http://matthweperrycreative.com)

## LinkedIn

[/in/theothermatthweperry](https://in/theothermatthweperry)

## Email

[matthweperrycw@outlook.com](mailto:matthweperrycw@outlook.com)

---

## KEY RECENT AGENCY WORK EXPERIENCE

### **Tinuiti | Creative Director | 11.2021 - 07.2023**

CD of Addressable, Streaming and Advanced TV | Creative AI SME

- Developed and launched Tinuiti's first-ever OTT streaming TV and audio creative offerings. Resulting in net-new creative wins with Boll & Branch, Brunt Workwear, Life360 and a \$1.5M media and creative win for PrizePicks streaming television.
- Championed the adoption of AI machine learning tools, including ChatGPT, Midjourney and others, to reduce busy work tasks and refocus team workload on meaningful creative development.
- Led creative on successful cross-channel Tier 0 Leafguard pitch, securing largest-ever agency account win.
- Served as creative SME on the successful Away Luggage and Caddis eyewear media pitches.
- Led agency marketing webinars as creative SME for streaming and artificial intelligence.

### **Campbell Ewald | Assoc. Creative Director | 11.2018 - 05.2021**

Social Creative Lead for Onstar, ACD writer diversified accounts

- Shortlisted for two Pencils at the One Show 2022 for OnStar Crisis Mode. Originated the proactive concept and led the team.
- Awarded three Black D's for Best of Social Impact 2022, Best of Creative Use of Media 2022 and Best of Mobile 2021.
- Proactively developed, pitched and sold strategic creative concepts resulting in a \$750k social influencer campaign.

### **Leo Burnett | Assoc. Creative Director | 05.2013 - 05.2018**

Social Creative Lead for GMC, ACD writer diversified accounts

- Created two high-impact :60 second Super Bowl spots, plus supporting social and digital campaigns for General Motors.
  - USA Today Ad Meter Top 10 Super Bowl spot for Buick
  - Cannes Lion Shortlisted Super Bowl spot for Chevrolet
- Led GMC and Twitter channels to the fastest growth in their competitive set for 2016 via a combination of data-driven strategy and on-target creative execution.
- Developed and implemented an innovative content creation pipeline that generated a high volume of quality social images for a fraction of the cost of traditional automotive photography.
- Awarded 15 D-Show awards including a Black D for Best of Digital Media, 2016.

**Goodby, Silverstein & Partners, MRM McCann,  
Doner, Universal McCann, BBDO, Freelance & More**  
[See LinkedIn for full details and work experience >>>](#)