

**Matei Stefanescu**  
**Jr. Associate Creative Director / Senior Copywriter**  
(314) 710-0812 | Portfolio: [mateilatte.com](http://mateilatte.com) | [mateilatte@gmail.com](mailto:mateilatte@gmail.com)

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*“Matei delivers concepts, copy, and first-in-class social ideas and is, for better and for worst, an unflinchingly original thinker who you should absolutely hire.” — Matei*

**Career impact**

- \$2,967,000 new business revenue secured in 2020 and 2021 through 4 successful conceptually-driven RFPs.
- 1.5 billion+ impressions in social for @Microsoft.
- Multiple proactive social ideas that beat the rest of the ad industry to trends.
- 300 million+ direct-response emails for Xbox, Office, and Windows.

## Industry experience – 6.5+ years (5+ years agency experience)

### Copywriter to Junior Associate Creative Director

1000heads

May 2018 – current

As Jr. ACD, I craft, execute, and sell copy and concepts for clients like Microsoft, Google, and Snapchat while elevating our agency's conceptual output as a whole.

#### New business

- In 2020 and 2021, I was a main contributor across 4 successful conceptually-driven RFPs securing our agency \$2,967,000 in additional revenue.
- Won: Snapchat RFP (copy + social concepts).
- Won: Android RFP (social concepts).
- Won: Google RFP (influencer + CRM concepts).
- Won: Caviar closed RFP (influencer concepts).
- Won: Thomas' English Muffins incremental scope (proactive idea pitch).

#### Concepting & trend identification

- Created and presented concepts to Google global marketing leadership across a wide array of Google product launches, including the global launch concept for Pixel 5 that beat out 8 other ad agencies.
- Concept creation for: Bimbo Bakeries, Google Pixel, Nest, Google's influencer program, Lionsgate, Spotify, Snapchat, Netflix, Stadia, Microsoft, Android, and Thomas' English Muffins.
- I identified and led proactive opportunities like:
  - Our Microsoft client post about Area 51 resulting in @Xbox's top organic Tweet and Instagram posts at the time and also a faster go-to-market than almost every other corporate social media account.
  - Our Microsoft account respond a DM we received by creating a social surprise for the student that DMed us gaining @MicrosoftInCulture its most single-day followers ever and was reshared by NFL Coach Katie Sowers and Microsoft's CEO.
  - Our Thomas' Baked Goods account react to Nasa's Mars Landing on 2/22/21 beating other much larger corporate social accounts to market like @McDonalds.
  - Our Thomas' Baked Goods account create a fan experience out of cardboard cutouts securing an incremental scope of \$17,000.
- Provided conceptual feedback and creative direction to junior members including two RFP-winning pitches and a successful global product launch for Google.
- Guided four separate coworkers who asked me for help improving their concepting.

#### Copywriting

- **Microsoft:** Wrote 56 global social campaigns delivering 1,520,000,000 social impressions across Microsoft's paid and owned channels. Each campaign consisted of a flight of 7-14 unique social assets, across virtually all social platforms and formats.
- **Google Retail:** After winning this business, I helped us secure the next year of scope by developing its CRM email program from scratch and developing scripts for partners like Shawn Mendes and the NBA's Channing Frye.
- **Google Pixel:** Created copy for influencer, CRM, kits, packaging, and POS.
- Created social copy for Office 365, Facebook for Small Business, Excel, Teams, OneNote, and Microsoft Design.
- Cross client: Spearheaded processes like a/b testing and audience-bespoke copy sets
- Led an agency-wide Copywriting 101 crash course taught by our entire copy department.

**Copywriter** pro-bono  
April 2018

Boone County Health Department

- While already fully employed, I helped a local health department structure their paid social media campaign and source a qualified intern to staff a mental health awareness campaign.

**Copywriter** freelance  
Ongoing

- Developed all marketing collateral for the website launch of D2C luxury footwear brand Jaqui Footwear.
- Wrote 40 bespoke smellscriptions for a global packaging rebranding for California Scents.
- Direct sales: Wrote three sets of social video ads for product sales, with one set earning 2,800% client ROI.
- Email program: Refreshed a small business's email program and improved their Open Rate and CTR.

**Jr. Copywriter**

**Wunderman**

Sept. 2016 – April 2018

- I was the voice of Xbox.
- I wrote eye-catching product descriptions for iconic video games and premium products.
- I created daily original, thumb-stopping headlines
- Even though our agency was known for emails, I led a proactive **conceptual** pitch to the executive marketing team at Minecraft — the biggest video game in the world. The CCO of our agency believed in the idea so much we developed a working prototype of the concept that included a facial recognition character creator.
- I cold-emailed a video game developer and earned Wunderman a new business lead.
- My day-to-day included writing digital CRM campaigns for Xbox, Microsoft, Office 365, and some of the world's biggest video games resulting in over 300 million delivered emails.
- I crafted copy across digital, CRM, banner, in-product, and machine learning.

**Copywriting Intern** Wunderman

June 2016 – Aug. 1

One of two interns selected out of 10 to be brought on as juniors.

**Social Media Intern** Kaleidoscope Management Group

Feb. 2016 – April 2016

Created overarching brand hashtag, 2<sup>nd</sup> most-engaged post, and crafted daily social content.

**Global Social Media Intern** Novus International

June 2015 – Jan. 2016

Made agriculture sound fun on social and created their global anniversary tagline.

**Fry cook extraordinaire**, burger establishments

Aug. 2013 – Feb. 2015

Learned to wake up at 4:30 am on Friday mornings. And like it.

## **Skills**

- Digital, social, and influencer copywriting
- Concepting
- Crafting concept and pitch write-ups
- Social opportunity identification
- Client presentation
- Creative optimization (a/b testing, audience copy segmentation, and machine learning copy segmentation)
- Proofreading

## **Education**

- University of Missouri – Columbia Bachelor's in Journalism with an Emphasis on strategic communication, with my group's student project selected as the best in my entire year.
- Minors in Sociology, Business, and (almost) Philosophy
- Cumulative Dean's List
- \*Reddit historian and acclaimed YouTube video critic

\*Unofficial