

MATTHEW O'DOWD

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WORK EXPERIENCE

Big Spaceship

Creative Director

New York, NY

June 2015—Present

Manager of creative teams on campaigns including digital, social, branding, and broadcast. Clients including Dannon Oikos, Google Play, YouTube, The White House, Ken Burns, and more.

iCROSSING (Hearst)

Associate Creative Director, iCrossing Studio

New York, NY

June 2012—June 2015

Creative lead on key presenter for iCrossing's branded content and video studio, writing and producing TV Spots, Web Series, Branded Entertainment, and traditional campaigns. Clients included Verizon, ING, AVON, LG, and TD Bank.

LOST BOYS INTERNATIONAL (Now known as MRY)

Sr. Copywriter, Composer, and Video Editor

New York, NY

Nov. 2010—June 2012

Joined LBi full time in a senior role, developing, writing, and producing creative campaigns and branded content. Developed presentation and leadership skills. Clients included Coca-Cola, Sony Xperia Smartphones, K-Y Brand, General Electric, Amazon.com.

FREELANCE CREATIVE SERVICES

Copywriter, Composer, and Producer for Ad Agencies and Companies

New York, NY

Nov. 2006—2010

Award winning creative services work, including campaign development, national TV commercials, print design, interactive, and branding. Clients have included AT&T, Dell Computer, Johnson & Johnson, Walmart, Random House Publishing, Bud Light, Credit Suisse, Island Def Jam Records, The Financial Times, MTV Networks, Stoli Vodka, and more.

LIAM AND ME (THRIVE RECORDS / SONY BMG)

Lead Vocalist and Composer

Los Angeles, CA

May 2004—Jan. 2009

Business manager, lead vocalist, and primary songwriter for rock band signed to major label subsidiary. Designed complete marketing plan and toured internationally. Composed music for major label artists, film, and television. Produced recordings, nationally aired music video, photo shoots, and promotional content for press and web.

SKILLS & INTERESTS

MULTIMEDIA | Video production, audio production, Design, Web Development

STARTUPS | Co-Founder of Martenero Watches, Consulting work for Warby Parker, Props, Troops

INTERNATIONAL | Yearlong study in Madrid, traveled in Europe and The Americas, EU Dual Citizen

LANGUAGE | Proficient in Spanish

MUSIC | Multi-instrumentalist, Producer, Composer, Performed Internationally

EDUCATION

University of Pennsylvania

Philadelphia, PA

Bachelor of Arts in International Relations, May 2003. GPA: 3.3.

Awards: Sigma Iota Ro Honor Society, Philomathian Academic Society

Activities: Symphony Orchestra-Cello, Counterparts Jazz Group, UTV13 Television, *34th Street Magazine*