



MATTHEW GIL

The Brand Builder

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“ Building brands, collaborating on campaigns, and fostering teams is what I live for. If your company thrives on passion for great work, let’s make it happen together. ”

EXPERIENCE

Copywriter, East Division

2017 - Present

Kernel, Created by Spectrum Reach -- Tampa, FL

As Copywriter on the East Division Creative Team, I’ve championed high-quality, data-driven campaigns that stand out for local and regional clients. I’ve helped clients adjust their messaging through different stages of the coronavirus pandemic and led the implementation of best practices.

- Built trust with teams across markets to help division generate \$1.7 million in revenue
- Served as creative specialist on committees for digital, multicultural, and automotive
- Mentored team members in copywriting, brand strategy, and creative direction

Senior Copywriter

2015 - 2016

Chumney & Associates -- North Palm Beach, FL

Recharged agency’s creative thinking, particularly through my experience in digital and social, while bringing an enthusiast’s view to creative for the retail automotive industry. Assumed sole responsibility of creating new spec creative each month and helped plan agency’s future outlook.

- Established agency’s best practices for online video (ex. YouTube pre-roll)
- Overhauled spec creative process for improved client and agency buy-in

Copy Director

2013 - 2015

Affinitiv Advertising (formerly Moore & Scarry Advertising) -- Fort Myers, FL

Led a comprehensive transformation as company’s first Copy Director. My creative helped land new business, including Fortune 500 companies Group 1 Automotive and Sonic Automotive, while I also mentored 6 new copywriters in a fast-paced environment.

- Established Spanish-language creative, positioning company for future success in growth market
- Helped lead 37% increase in new business through first year with company

EDUCATION

University of South Florida

B.A. Mass Communications and Political Science

Involvement: Ad2 Tampa Bay, Society of Professional Journalists, USF Ad Club, Pre-Law Society, Student Government

SKILLS

Creative / SEO Copywriting
Team Development & Training
Adobe Creative Suite
Brand Development
Creative Strategy