

Matthew S. Frederick

"It doesn't matter if pictures are worth a thousand words if they're not the right words."

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Creative Director, B2C, B2B, D2C, Kasasa **2015 - Present**

- Oversee B2B and B2C brand creative teams to build a national brand that appeals to both consumers and community financial institutions (CFIs) that offer Kasasa products
- Build and launch ownable D2C brand voice and marketing to complement cobranded B2C voice and materials
- Collaborate with CMO, Communications, and Marketing to create and execute corporate B2B and B2C strategies
- Responsible for building/maintaining brand across all channels in direct messaging and via co-branded sales and marketing materials
- Work closely with marketing, sales, and product teams to conduct user and message testing and roll out new products
- Participated in brand workshop and launched brand identity project, including new B2B and B2C campaign

ACHIEVEMENTS

- Created and built out creative and experiential collateral for 2 national event bringing CFIs to Austin
- Concepted, built, and executed 3 national brand & marketing campaigns, incl. online, radio, TV, print
- Created cobranded digital and print templates for versioning software used by over 500 clients nationwide
- Rolled out complete marketing suite for Kasasa Loans, Kasasa Protect, and other products
- Created and launched B2B content marketing team and strategy to establish thought leadership, drive sales and leads

"And the award goes to..."

- 4 Telly awards – Commercial campaign (2), 2019, event videos, branded content, 2020
- 3 W3 awards – Event website, 2017; social website, 2018, Branded podcast, 2020
- 2 Communicator awards – Radio, social campaign, 2018
- dotCom award – Event website, 2018
- 6 MarCom awards, 2017 – Website, event website, print creativity (2), video (2)
- Silver Addy award – Video, 2012

Creative Services Lead, Copywriter, NA Marketing, HomeAway/VRBO **2013 – 2015**

- Built and led Creative Services team and developed daily processes for working with Marketing
- Strategized with marketing team and wrote copy to get results and facilitate marketing plans
- Worked with executive team to develop corporate tone for addressing owners (B2B) and travelers (B2C) and maintain consistent branded experience
- Concepted, wrote, and supervised email, print, and online content for integrated marketing materials
- Led international team in development of corporate brand standards, voice, and tone for owners and travelers

Lead Creative, Content Manager, MarketVine by Dell **2012 – 2013**

- Worked cross-functionally with other teams to develop value propositions and refine messaging
- Created web copy, sales materials, internal and external communications
- Wrote and directed promotional brand and product videos

Copywriter, Content Strategist, BancVue Interactive Agency **2008 – 2012**

- Created unique marketing copy for over 100 community bank websites, marketing, and product advertising
- Consulted on information architecture, sitemaps, and general usability
- Concepted, consulted on messaging and design of flash banners, landing pages, print ads

Education

- B.A. English, Minor in Media Arts/Film, University of Texas - 2007

More copy and creative samples available upon request.