Matthew Nanes

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How I Add Value

I believe in creating media and marketing collateral through the lenses of storytelling, authenticity, and empathy for my audience. All of my work on brand campaigns, award-winning videos, and digital content have reflected those values. I know my passion for teamwork, innovative content, and marketing will make me a great asset to your company.

Professional Experience

(sorted by relevancy)

The Spacestation | Layton, UT
Copywriter (June 2021-Current)

I'm the sole Copywriter for The Spacestation and all of its sister companies. I collaborate with designers and managers to create marketing materials, like websites, pitch decks, social media posts, and more. I also developed brand stories for all companies using the Storybrand framework.

- Created 10+ StoryBrand frameworks for Spacestation and its sister companies
- Created the copy and brand story for The Spacestation Investments website
- Built the UX structure of the Spacestation Animation website
- Created outline and copy for the Spacestation Integrations capabilities deck

Innovatis Group | Franklin, TN
Content Strategist (September 2018-July 2019)

I served as a content strategist and manager for tech clients (Dell, Avaya). I created social and digital content for client websites, social and email accounts, created content calendars, and produced and scripted client podcasts and videos while supporting internal efforts as a cross-functional marketing liaison.

- Strategized and managed VMUG and IAUG social media accounts resulting in 75% growth
- Created, produced, and hosted the IAUG Insider and VMUG Professional Development podcasts
- Established the VMUG Collective, a digital content hub for VMUG members
- Managed VMUG.com and IAUG Insider blog performance through Google Analytics
- Created content strategy, managed CMS, and managed freelancers for IAUG Insider blog
- Collaborated with Sales to strategize sponsorships for IAUG Insider blog generating $30,000+ in sales
- Held UX interviews, wrote copy, laid out design templates, and managed the VMUG.com CMS

ExpertVoice | Salt Lake City, UT
Digital Storyteller (January 2015-March 2018)

I served as a Telly-award-winning content strategist and writer for ExpertVoice Studios, ExpertVoice's in-house content agency. I created 100+ pieces of brand campaigns (Purina, Wrangler, CLIF Bar, Diamondback Bikes) on the brand ambassador ExpertVoice social platform.

- 2017 ExpertVoice Digital Storyteller of the Year
- Won a Telly Award for my writing and campaign work on the MegaFood MegaMatch video
- Generated over $4.7 million for Diamondback Bikes in product sales through branded content

- Increased net promoter score for Reynolds Wheels using customer insight-inspired digital storytelling and videos

Asurion | Nashville, TN
Copywriter (July 2019-June 2020)

I produced award-winning videos, brochures, flyers, training, UX, and other high-level content for internal and external partners as a member of Asurion's in-house agency. I delivered storytelling-first content to my clients (AT&T, Sprint, US Cellular) for digital and traditional mediums.

- Created content and business strategies for clients like US Cellular
- Wrote and produced a GDUSA award-winning video for Asurion's Home+ campaign
- Innovated and influenced client videos company-wide through entertainment and humor

UntilGone.com | Remote
Senior Copy and Merchandising Manager (November 2020-March 2021)

I managed UntilGone's merchandising and marketing copy teams. Along with the senior team and other marketing professionals, I strategized and evolved UntilGone's content and merchandising tactics through establishing brand voice, UX, marketing, social media, and brand strategies.

Overstock.com | Salt Lake City, UT
Copywriter (October 2013-December 2014)

I served as a trusted member of the Product Care copywriter team, where I mentored and trained new writers. I also led copywriting for multiple online storefronts (furniture, jewelry) and special China retail projects.

What I've Learned

BA – English
University of Utah | Salt Lake City, UT
Summer 2007-Spring 2012

Content Marketing Certificate (in progress)
Hubspot.com