



Senior Copywriter | Executive Producer

BRANDS I'VE WORKED WITH:



SAMSUNG



nickelodeon

CONDÉ NAST

Laptop

The client:

AND Magazine + AlleyWire

The project: Influential interview series



I was tasked with booking and interviewing leading CEOs, influencers, and political figures. Among dozens of interviews, I sat down with [President Jimmy Carter](#), [Arianna Huffington](#), [Larry King](#), [Jesse Ventura](#), and [Noam Chomsky](#).

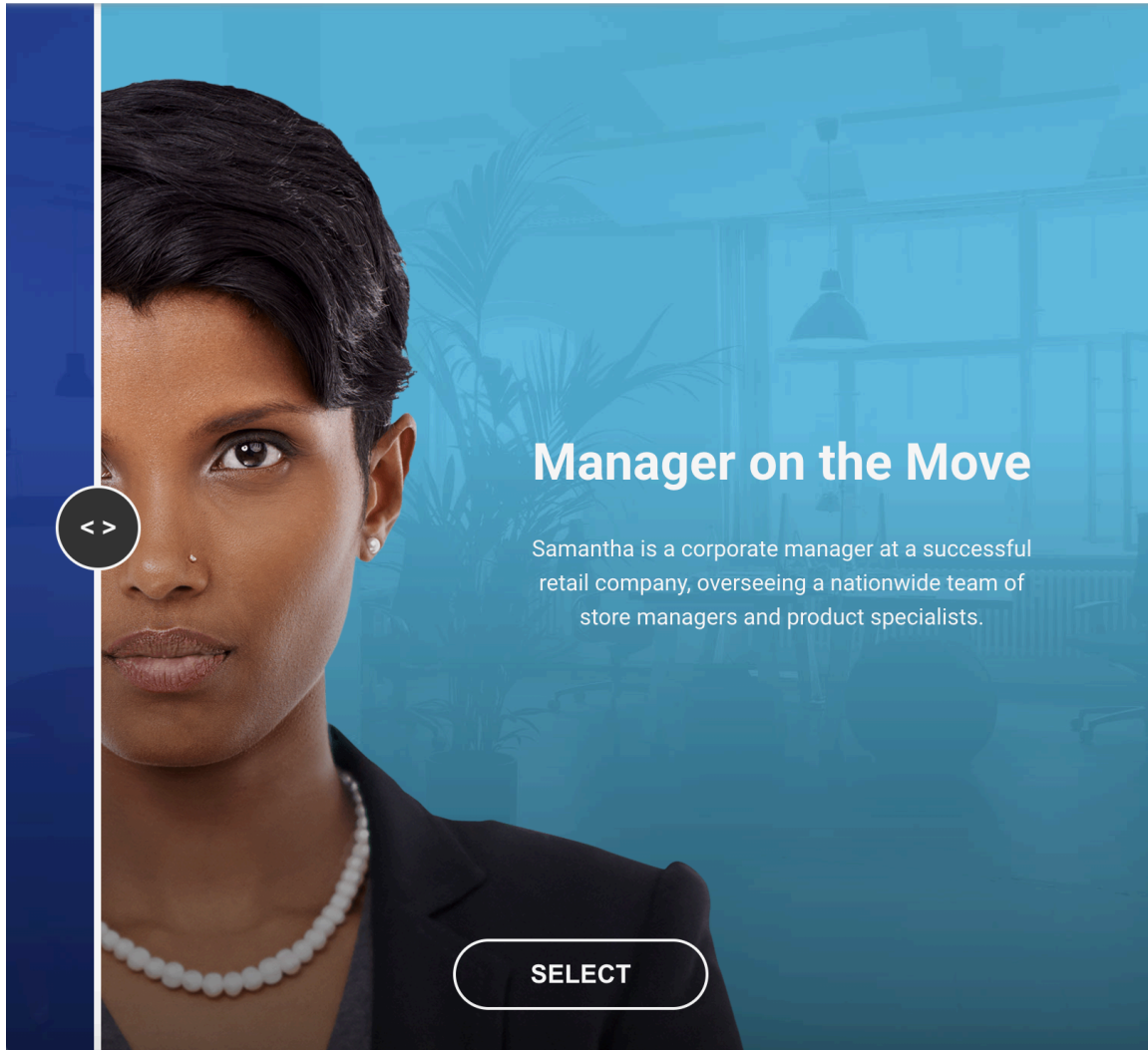
The client:

The Washington Post BrandStudio + Samsung

The project: Samsung: Work Without Barriers



Content from **Samsung**



Tasked with developing an original interactive digital campaign for the **Washington Post Creative Group + Samsung**, I crafted an engaging and prominently featured text adventure, highlighting the enterprise benefits of using Samsung's robust suite of devices and extensions. ([Explore](#))

The client:

Karma Network

The project: Hey Gordon!



[Karam Hinduja](#) (of Hinduja Group) tasked me with creating, starring in, and producing a comedic series pilot that highlights the substantive aspects of the impact investing landscape with a sharp comedic lens. We interviewed notable investors, including [Nikhil Kalghatgi](#) (Hyperloop, SoftBank). The show covered cryptocurrency/blockchain, fintech, venture capital, and marketing. **I co-directed the show's logo/look and feel, led script development, and managed a diverse team of actors, writers, videographers, editors, and designers.**

Tiny Black Box: <https://www.youtube.com/watch?v=zSahh1b99L0&t=193s>

Interview: JPMorgan Head of Behavioral Science, Jeff Kreisler:

https://www.youtube.com/watch?v=tLFpZSG_sWc&t=22s

Full episode: <https://www.youtube.com/watch?v=2IFpwkd-T0k&t=684s>

The client:

Apple Inc. (contracted by Droisys)

The Project: Brand Content Manager

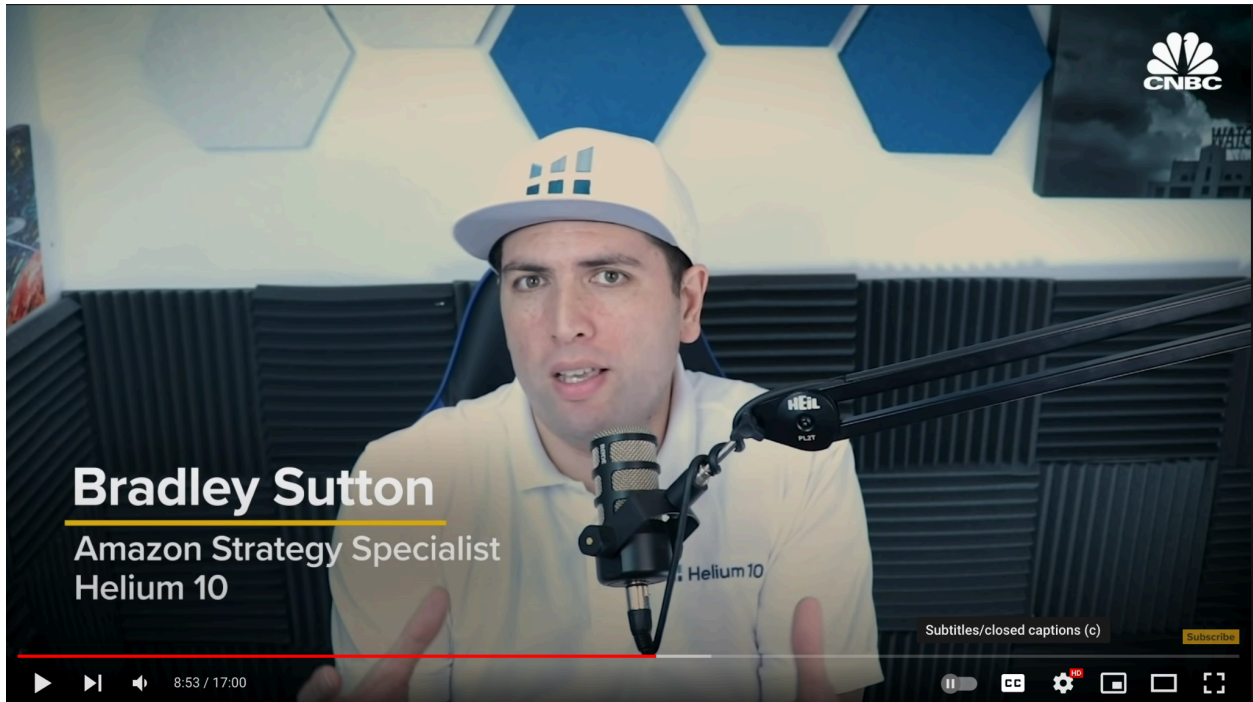


The **Apple Marcom** team brought me aboard to work closely with a multi-disciplinary team of creatives, developers, designers, and public relations experts at the highest level to deliver critical digital assets on tight project deadlines.

The client:

Helium 10

The project: Top Tier Press Campaign



In the Press

CNBC

CNN

The New York Times

REUTERS

Bloomberg

Helium 10, the leading Amazon analytics software provider for Amazon sellers, needed to build a top-tier media presence to match their growth. In less than 12 months, we went from having virtually no media presence to landing prominent features from every major publication (**CNN, CNBC, Bloomberg, Fox Business, The New York Times, Vox, Vice, Forbes**). I wrote press releases covering acquisitions and key executive decisions, coordinating closely with Helium 10's social media and marketing teams for maximum-impact messaging.

Media mention list: <https://docs.google.com/spreadsheets/>

Sample press release: <https://www.pnewswire.com/news-releases/helium-10>

The client:

Arc / RCG Ventures / River Capital Group Holdings



RCG / Ventures

RIVER
CAPITAL GROUP

Web3 Unpacked

I was responsible for co-creating and co-hosting the [Web3 Unpacked](#) podcast with [Arc](#) CEO and esteemed creative **Rich Pasqua**, covering the world of blockchain, Web3, NFTs, decentralization, and emerging technologies (AI, generative art, LLMs). I guided topics, landed guests, and wrote scripts, structuring critical questions for each episode. I booked industry-leading guests that included **Napster CEO** Jon Vlassopoulos, **Entrepreneur Mag** Editor-in-Chief Jason Feifer, **Metapolis** Co-Founder Sandra Helou, Paul Barron (Paul Barron Network), Ben Armstrong, and Andrew Yang (Forbes 30 Under 30, founder of **Cultos**)

RCGV / River Capital Group Holdings ([RCGV](#) / [RCGH](#))

I wrote and oversaw copy across the RCGV portfolio of companies. This included bios, press releases, website copy, both short and long-form, and social media content creation for Instagram, Facebook, and YouTube.

The client:

Nickelodeon / Driver Studios

The Project: Art Direction



Assisted in the creative process of selecting digital image assets for this Teenage Mutant Ninja Turtles stop-motion animated short. Link: [Video](#)

Additional work:

Copywriting, social media, comedy writing, marketing campaigns, and journalism.





Agency Reel:

- [Matt Sky's HONE.TV Reel](#)
- www.hone.tv

Copywriting / Branded Content:

- [Washington Post BrandStudio / Samsung](#)
- [Laptop Magazine - Dell Inspiron Review](#)

Public Relations / Press Releases:

- [Helium 10 Press Release](#)
- [Helium 10 Press Release Sample #2](#)
- [RCGV - 2023 Investment Thesis](#)
- [RCGV, R5 Labs Merger](#)

Hey Gordon! + Comedy On Karma Network

- [Karma Hey Gordon! Sizzle Reel](#)
- [Nexus Behind The Scenes \(Matt Reporter\)](#)
- [Back to The Trenches Skit](#)
- [Tiny Black Box](#)
- [Tech Talk Tomorrow Today](#)
- [Interview: Jeff Kreisler](#)
- [Pilot](#)
- [Promo](#)

Exclusive Interviews (ANDMag, AlleyWire)

- [President Jimmy Carter](#)
- [Arianna Huffington](#)
- [Larry King](#)
- [Jesse Ventura](#)
- [Noam Chomsky](#)



On-Air Host / Contributor:

- [Matt Sky Podcast: Entrepreneur Mag Editor-in-Chief Jason Feifer](#)
- [Condé Nast \(Facebook Live\)](#)
- [Karma: Journalist Profile](#)
- [Rickshaw: Jeopardy Champ, Austin Rogers](#) (3:05)
- [AlleyBuzz Host](#) (0:46)
- [HuffPost Live Contributor](#) (11:11)

Comedy Writing

- [Mish & Mash - Monsters](#) (22:04 min)
- [Mish & Mash - Hidden Treasure](#) (15:42)
- [Ms. Booksy - Ask Ms. Booksy](#) (4:32)

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