Matt Volke

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Senior Copywriter · Marketing Manager · Creative Director

Professional Experience

CBG Image Design

Senior Copywriter and Creative Director **November 2016-Present**

- Lead writer and creative for multiple clients.
- Created scripts, taglines, web content, social posts, brand and style guides, and creative strategy.
- Lead creative on the agency's branding.

All-American Home Care

Director of Marketing and Public Relations **June 2017-September 2017**

- Created branding, marketing materials.
- Created social branding guidelines and content strategy.
- Wrote web content and social media posts and gave creative direction to designers on execution of concepts.
- Managed branding and public relations of sister companies, Community Assistance of NY and RapAdapt.

Scientific Games

Marketing Manager **Oct 2015 – Oct 2016**

- Oversaw the B2B and B2C strategy, content and creative direction for the world's largest manufacturer of slot machines.
- Negotiated $2.5 million dollars in advertising contracts, saving 15% on budget while increasing the number of ads and exposure to key demographics.
- Wrote copy and gave creative direction for social media content, print advertisements and marketing kits for customers while ensuring adherence to brand standards.
- Clients included Cirque du Soleil, Michael Jackson, Elvis Presley, Jonny Cash, FOX, CBS, and Warner Brothers.

Caesars Entertainment & Caesars Interactive Entertainment

Senior Copywriter **Oct 2013 – Oct 2015**

- Lead copywriter for the world's largest gaming company, heading a team of ten copywriters and copyeditors.
- Responsible for creating and shaping brand voices, tone and style, as well as national, regional and local campaigns for properties around the country in major markets.
- Creator of content and marketing strategy for several major brands, including Total Rewards, Caesars Palace, Caesars Entertainment, and Harrah's, among many others.
- Clients included the iconic casino Caesars, new haut casinos like The Cromwell, as well as restaurants by Chefs Guy Fieri and Gordon Ramsay shows from Elton John, Britney Spears and Mariah Carey.
- Solely responsible for a vast array of marketing materials, from social media and web content, to direct mail and email for three brands – The World Series of Poker, CaesarsCasino.com and HarrahsCasino.com.
- Created and shaped brand voices, tone and style to drive additional visibility and revenue.
- Managed a team of freelance copywriters.

The Venetian

Copywriter **Dec 2010 – Oct 2013**

- Full ownership of all marketing materials, from social media and web copy, to direct mail and radio ads, for a host of clients that included Emeril Lagasse, Tim McGraw and Faith Hill, the musical Rock of Ages, and Barneys New York.
- Worked alongside designers and senior management on marketing campaigns, brand narratives, and brand marketing initiatives while managing tight deadlines and high expectations.
- Worked closely with a wide variety of clients with diverse needs – including casino gaming, human resources, loyalty marketing, restaurants, sales, meetings and conventions, nightclubs, special events planning, and internal script writing projects for senior leadership.

NYS Assembly/NYS Democratic Assembly Campaign Committee

Editorial Writer/Copywriter **Aug 2009 – Nov 2010**

- Contributed to political campaigns by creating public relations and marketing materials for Assembly candidates.
- Responsible for content of candidates statewide, including social media, direct mail, press releases, e-mails and scripts.
- Wrote and edited various communications, media relations and marketing materials for Assembly members.
- Handled a wide variety of clients and a multitude of project types, including newsletters, social media, brochures, web content, press releases, letters, e-mails, fliers, photography, video and mailers.

University of Rochester

Advancement Writer **Oct 2007 – March 2009**

- Wrote, edited and managed marketing materials to inspire potential major donors to the University of Rochester to give gifts.
- Managed and worked on a wide variety of projects, including internal and external newsletters, books, brochures, web content, films, invitations, presidential communication, press releases, and research.
- Event support for Meliora Weekend, the University's largest alumni event, to focus on potential and current donors to the University.

Volunteer Experience

Therapy Dog International **June 2007 – March 2010**

- Dog handler for adopted Greyhound, Dewey.
- Visitation of patients at hospitals, nursing homes, therapy sessions.

Education

Buffalo State College **May 2000**

Bachelor of Arts, Journalism

Awards

Casino Journal Technology & Marketing Awards

- 2016, First Place – Space Invaders Slot Machine

American Advertising Federation Awards

- 2013, Bronze Awards for Invitation and Direct Mail
- 2012, Gold Award for Invitation
- 2011, Silver Award for Invitation

Council for Support and Advancement of Education

- 2008, Gold Award for Special Events
- 2007, Bronze Award for Special Events

New York State Associated Press

- 2006, First place for Continuing Coverage
- 2004, First place for Depth Reporting
- 2003, Third Place for Continuing Coverage

National Awards

- 2004, Winner of the Nancy Dickerson Whitehead Award for Excellence in Reporting on Drug and Alcohol Problems
- 2004, Mothers Against Drunk Driving award for excellence in journalism
- Kirchofer Journalism Scholarship to Buffalo State College