

614-459-1702
mwagner520@yahoo.com
www.WagWrites.com

matt wagner

copywriter

Quantum Health

Columbus, Ohio 2010-Present

- TCB! (created Elvis inspired poster that helped sales clinch the City of Las Vegas as a customer)

Nationwide Insurance

Columbus, Ohio 2002-2010

- "Hey, over here!" (helped Nationwide find its brand voice)
- Gave reason to the rhyme: Nationwide Is On Your Side (articulated corporate strategy to the company's 6000+ IT professionals)
- Delivered investment solutions to the Haves and Have-Yachts (created collateral for Nationwide Financial advisors and their high net worth investors)

Freelance

Columbus, Ohio 2001-2002

- "Uh, Houston, we have a prospect." (wrote a series of success stories for air courier service to help launch awareness and land clients)

Sterling Commerce

Dublin, Ohio 1997-1999, 2000-2001

- Dabbled in irony (wrote white papers touting the virtues of paperless commerce)
- "The tribe has spoken..." (created Survivor-inspired concept for corporate trade show booth which earned Central Ohio's AMA Best of Show Award 2001)

Freelance

Karlshamn, Sweden 1999-2000

- "Vad gjorde jag?" ("What did I do?" provided Sweden's leading B2B ad agency with English copywriting expertise)

But wait! There's more...

- Served as a Brand Voice expert for Nationwide Creative Services
- Recognized for bringing life to boring topics and clarity to complex subjects
- Won Nationwide's Writers & Designers Challenge "People's Choice" award (2006)
- Earned a Series 6 NASD license while working for Nationwide Financial (2003)
- Worked as copywriter for various tech-related companies in the Columbus area

Education

- B.A., Journalism (with emphasis in Advertising), The Ohio State University
- Marketing courses, Fisher College of Business, The Ohio State University