

# MATT RUDD

CREATIVE FREELANCER

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## EDUCATION

### BA ENGLISH (1st class)

Southampton Uni. 2001-04

## PROFILE

A 'creative Renaissance man'. A lover of stories, told with words or pictures - especially ones that encourage people to get lost and found outdoors. After hours: avid reader, DJ, cyclist, budding graffiti artist.

## SKILLS

### PROFESSIONAL

Brand Development  
Content Strategy  
Copywriting  
Creative Direction  
Graphic Design  
Photography  
Presenting  
Research  
Shoot Direction  
Social Media Management  
Videography  
Web Design

### TECHNICAL

After Effects  
Cinema4d  
Figma  
HTML/CSS/JS  
Illustrator  
Indesign  
Lightroom  
Logic Pro  
Photoshop  
Premiere  
Wordpress

## EXPERIENCE

### FOUNDER, CREATIVE DIRECTOR

MATT RUDD CREATIVE | 2019-PRESENT

A creative content business with the mission of 'cutting through the noise online': helping businesses large and small to better connect with their audiences through the art and science of storytelling. Stories (produced largely in-house, but with occasional collaboration) that utilise copy, video, graphics and social/web experiences to engage and enrich.

### GLOBAL CONTENT MANAGER

SEALSKINZ | 2018-2019

Developing and delivering an innovative content strategy for this leading waterproof outdoor accessories brand - one that positioned customers at the heart of the brand story.

Operated as both creative director and content producer for a number of global brand campaigns. Led a team of creatives on shoots in the USA, Germany and UK. Played a key role in ushering in a period of growth for the company by raising brand awareness exponentially.

### SOCIAL MEDIA CONTENT PRODUCER

BRITISH CYCLING | 2017-2018

Planning, creating and curating content for the website and social media accounts of Let's Ride, British Cycling's recreational cycling initiative. Developing insight-led creative campaigns to encourage more people to take up cycling or cycle more often.

Utilising skills in art direction, photography, graphics, videography and copywriting to tell engaging, authentic and relevant content-based stories that resonated with a diverse audience.

### MARKETING AND COMMUNICATIONS EXECUTIVE

BRITISH CYCLING | 2016-2017

Meeting the challenge of developing and delivering content marketing campaigns that inspire more people to choose cycling as an activity for health, wellbeing and enjoyment.

Building innovative brand communication strategies that recognise the diverse nature of British Cycling's target audience, cultivating approaches that both speak to and represent different social and cultural groupings.

Demonstrated a flair for strategic thinking as well as skills required for creative execution of ideas, particularly visual storytelling, art direction and copywriting.

### CREATIVE CONTENT EXECUTIVE

SEO TEAM, WAVEMAKER/MEC GLOBAL MEDIA AGENCY | 2017-2019

SEO content campaign planning and execution for clients across a broad range of sectors including telecoms, banking and retail, both consumer facing and business-to-business. Devising and directing content idea generation sessions, using insight data to plan campaigns. Won agency award for 'most creative employee' 2013.

## PREVIOUS HISTORY

### YOUNG PEOPLE'S SERVICE OFFICER

Lancashire Council 2010-13

### OFFENDER LEARNING AND SKILLS OFFICER

Southampton Council 2007-10

### SUPPORT WORKER, HOMELESS HOSTEL

Southampton Council/  
Community Church 2004-07