

**MATTHEW ANTON**  
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## **PROFESSIONAL EXPERIENCE**

### **Freelance Copywriter/Copy Editor/Proofreader** – New York

Conceptualize, write, edit, and proofread advertising, promotional, online, and direct-to-consumer materials for a diverse range of clients including Apple & Eve Juices, DKMS/Delete Blood Cancer, Dr. G's Weight Loss & Wellness, and Shatterproof, 2016 - present

### **Senior Copywriter/Copy Editor** – Regan Arts, New York

Wrote jacket copy as well as marketing, sales and promotional material for a diverse range of fiction and nonfiction titles, 2015 - 2016

### **Senior Copywriter/Deputy Copy Director** – Hachette Book Group, New York

Assigned, coordinated, and wrote copy for television, radio, print, transit, and online advertising, as well as catalogs and various promotional materials for Little, Brown and Company, Grand Central Publishing, Orbit Books, and their various imprints, 2003 - 2014

### **Copywriter** – Ziccardi & Partners, New York

Wrote advertising and promotional copy for existing and prospective clients including Loews Hotels, Ellen Tracy, Fashion Institute of Technology, *Family Circle*, *YM* magazine, and American Express' *Departures* magazine, 2001 - 2002

### **Copywriter** – Spier-NY, New York

Wrote television, radio, print, and online advertising, including new business pitches for various publishing and non-publishing clients. Directed radio and television spots, 1998 - 2000

### **Copywriter** – Warner Books, New York

Wrote television, radio, and print advertising, as well as catalogue and promotional copy for hardcover, trade paperback, and mass market titles. Co-produced and directed radio and television spots, 1995 - 1998

## **VOLUNTEER EXPERIENCE**

### **World Tribune**, New York – *New York Bureau Chief*

Write, assign, and edit articles for 100,000-member national faith-based organization, 2014 - present

## **CHILD ACTOR**

### **Paramount Pictures**, Los Angeles – *Actor*

*The Bad News Bears Go to Japan*, (Filmed on location in Los Angeles and Japan)  
*Pretty Baby*, (Filmed on location in New Orleans)

### **American Broadcasting Company**, New York – *Actor*

*All My Children*

## **EDUCATION**

### **University of Southern California**

Bachelor of Fine Arts, Los Angeles