

Ryan Matejka

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RyanMatejkaWrites.com

Vertigo Gaming Inc. — *Lead Writer, Event Manager, & Social Media Manager (contract)*

APRIL 2015 - PRESENT

- Story and character development; creative description and script writing
- Representing the company and product at massive gaming expositions
- Managing Instagram and Reddit; scoping and writing the monthly newsletter

Aquent/Brady Corporation — *Copywriter (contract)*

JANUARY 2021 - MAY 2021

- E-commerce site product copywriting
- Developing and standardizing a uniform structure across all products

Zywave — *Content Specialist*

FEBRUARY 2019 - OCTOBER 2020

- Researching and writing materials related to property and casualty insurance
- Scoping topics for monthly, bimonthly, and quarterly newsletters
- Organizing and leading a monthly Writers Workshop to facilitate team bonding, knowledge-sharing, and idea creation

Healthcare Business Insights — *Research Writer*

JUNE 2016 - FEBRUARY 2019

- Researching and reporting on IT and Revenue Cycle developments in the US healthcare industry
- Interviewing healthcare executives for case study articles
- Satisfying member requests for customized research

DiscountRamps.com — *Copywriter*

SEPTEMBER 2014 - MAY 2016

- Copywriting for website product pages, print ads, online banners, e-mails, and video narration
- Collaborating with product experts and other staff to determine positioning strategies
- Developing the company's writing style and training new copywriters

J.W. Speaker Corporation — *Copywriter Intern*

JUNE 2013 - SEPTEMBER 2014

- Creative & technical copywriting for press releases, web pages, social media, print ads, and a biennial catalog
- Kickstarting the company's social media presence and increasing engagement