



**MATTHEW
EAST**

**COPYWRITER &
RESEARCHER**

CONTACT & SOCIAL

07515 353512

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www.mattheweast.co.uk

www.philmblog.com

www.linkedin.com/in/eastmatthew

[@MeMattEast](https://www.instagram.com/MeMattEast)

CERTIFICATES

Full, clean UK driving license &
car owner

LinkedIn - SEO Expert

SOFTWARE

Final Draft + + + + +

MS Office & iWork + + + + +

InDesign + + + +

Lightroom + + + +

Photoshop + + +

Premiere Pro + +



ABOUT ME

A copywriter who's worked on content for National Geographic to engage children with the natural world. A writer who has worked for Mattel Inc. to script a series of interactive Barbie experiences to grow the brand. A development researcher who has scripted an animated web series for the Funko toy company to increase brand recognition.

Matt knows words can inspire people, and he uses their power to spot and develop stories that capture the minds of an audience.



INDUSTRY WORK

COPYWRITER

iP2 Entertainment for National Geographic / 2019 - 2020

- Wrote accurate, scientific information for a target audience of 6-12 years in the National Geographic house style.
- Content that I created is being used worldwide as part of National Geographic-branded infotainment centres.

RESEARCHER

iP2 Entertainment for National Geographic / 2019 - 2020

- Sourced accurate, relevant and recent information to be used worldwide as part of a series of National Geographic infotainment centres.

SCREENWRITER & RESEARCHER

iP2 Entertainment for Mattel Inc. / 2019

- Developing stories and writing scripts on interactive experiences for the Barbie brand, adhering to the series' strict tone and artistic style ([View more info here](#)).

DEVELOPMENT RESEARCHER & CO-WRITER

Funko Animation Studios / 2018

- Developed the [Freddy Funko Show](#), a new animated web series format, including characters and storylines.
- Researched intellectual property from international franchises to merge them into the show's format.

NOVEL & SCRIPT READER

Entertainment One Television Intl. / Aug 2017 - Dec 2018

- Responsible for analysing the story structure and marketability of novels and scripts to assess their suitability for optioning for further development.

RECOMMENDATION

STEVE BOX

*Academy Award winning director
(Wallace & Gromit)*

"When I hired Matt, I was extremely impressed with his reports. They were carefully considered, tactful and even offered potential solutions or alternative routes to illustrate where something wasn't firing. I would thoroughly recommend Matt for script coverage."

REFERENCES

STEVE BOX

*CEO - Box Office Films Ltd.
07701 013582
steve@boxofficefilms.net*

REBECCA KNAPP

*MET Film School Tutor
07966 372313
beckyknapp@yahoo.com*



INDUSTRY WORK CONTINUED

STORY CONSULTANT

Box Office Films Ltd. / May 2016 - Jun 2017

- Analysed the story structure of scripts and provided feedback tactfully through meetings with the writer.
- Provided critique based on an awareness of budget to ensure the script's ambitions are possible, and provided alternative options where necessary.



RELEVANT WORK EXPERIENCE

TEAM LEADER & DUTY MANAGER

The Co-Operative / Sep 2018 - Jan 2020

- Cash handler and key holder acting as first point of call for general enquiries; discretion in dealing with team issues and maintaining databases to ensure accurate stock levels.

STORE ASSISTANT

Cadbury: Wyevale Garden Centres / Oct 2012 - Dec 2014

- Became 'Colleague of the Month' after three months.



EDUCATION

DIPLOMA – COPYWRITING (CURRENTLY STUDYING)

College of Media & Publishing / 2019 - Present

MA – SCREENWRITING (MERIT)

MET Film School - London / 2015 - 2016

BA (HONS) – PHILOSOPHY & RELIGIOUS STUDIES (2:1)

The Open University / 2010 - 2013

Philosophy of Mind & Religion; Women's role in religions.



RELEVANT STUDENT FILM EXPERIENCE

WRITER

'Hard to Heart' / Psychological Drama / 2015 - 2020

Writer for this short film shot at the Amsterdam Film Studios for the Wanderlust Nederland production company.

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