

HELLO, WELCOME TO MY LIFE

On the 21st January 1992
Kateřina and Jan Roskovec named me Matouš.

Matouš Roskovec



MY ID SAYS I STILL LIVE HERE:
Bedřicha Smetany 613/14
288 02, Nymburk
Czech Republic

BUT THESE DAYS I LIVE AT:
Tréglova 808/53
152 00, Prague 5
Czech Republic

My phone rings when you call him
+420 774 627 626

I'll read your e-mails at
info@seewordpower.cz

I am to be found at
seewordpower.cz

CHARLES UNIVERSITY
in Prague Czech Republic
is where I study for my Bachelor in
Liberal Arts and Humanities.



2011-2015

DE MONFORT UNIVERSITY
in Leicester, United Kingdom
is where I got an Erasmus scholarship to study
Media and Communication.



2013

Now once we've broken the ice, let me walk you through my copywriting experiences.

Ready?

SAY HELLO TO MY FREELANCE PROJECTS

From the summer 2012 I run a freelance copywriting business under the brand 

<p>DIRECT PARCEL DISTRIBUTION (The Czech branch of a global logistic company.)</p> <p>September 2014 - Today</p>		<ul style="list-style-type: none">· Copy for posters, leaflets, newsletters, brochures.· Internal research for new tone of communication.· Content Strategy for 2015.· New copy for various Czech websites as part of global rebranding of DPDgroup.
<p>URC SYSTEMS (Czech based engineering company that produces jammers against remotely controlled explosives)</p> <p>August 2014 - Today</p>		<ul style="list-style-type: none">· New Communication strategy· English copy for a new website· Concept and Copy for new print promoting materials (product lists, brochures, roll-ups, etc.)
<p>TWISTO (A new Czech online payment service.)</p> <p>May 2014 - Today</p>		<ul style="list-style-type: none">· Building a new Brand Strategy· Delivery of a Communication Manual· Copy for a new website and automated e-mailing· Concept and copy for two online campaigns
<p>DEIMOS (A Czech leading robotics and engineering company)</p> <p>November 2014</p>		<ul style="list-style-type: none">· English voice over and script editing for a company presentation video· Czech subtitles
<p>FEBIOFEST 2014 (The second biggest Czech film festival)</p> <p>February 2014 - March 2014</p>		<ul style="list-style-type: none">· Czech and English copy for the festival website· Support, movie reviews and new articles whenever necessary
<p>PROJECTPHARM (A German company providing project management of pharmaceutical development.)</p> <p>June 2013 - July 2013</p>		<ul style="list-style-type: none">· New tone of voice for the company communication· English website copy
<p>RED BULL (Czech branch of the worldwide can empire that gives you wings.)</p> <p>October 2012 - December 2012</p>		<ul style="list-style-type: none">· Creating new ideas for a Czech version of a new Red Bull website· A proud member of Red Bull Digital Idea Board along with some of the Czech leading creatives

WHAT ELSE IS THERE?

SCHOLZ & FRIENDS

From February 2014 to August 2014 I joined the Czech branch of the European Agency Scholz and Friends as a paid intern in the creative department.

My Czech and English ideas were found useful for these clients: Opel, airBaltic, Wüstenrot, Wild Turkey and more.

HERE ARE THE WORDS I WAS LEAVING THE AGENCY WITH:

“Matouš proved to be a talented young copywriter helping us on creative concepts for our clients in both Czech and English. Matouš is hard working, easy going, conscientious and reliable. He was a valuable asset in our team.

Today Matouš has more than two years of experience in the creative business. After five months work at our agency we are persuaded that he will make a great copywriter at any creative agency he decides to go to. I wish him the best of luck.”

- TOMÁŠ KOPEČNÝ

(Managing Director at Scholz and Friends | Prague)

hriv
nák

From January 2013 to February 2014 I wrote Czech and English copy for a Czech brand agency Hrivnák. I chose for you some of the projects I've been working on during my time under the creative leadership of Tomáš Hrivnák.

I WROTE COPY AND TAGS FOR THESE CLIENTS:

Allianz 

Allianz

 logio

Logio

O'Shinee

O'Shinee



Rudolf

Rudolf Attorneys

IS THAT IT?

Of course not. In case I left you wondering... yes, I do have a driving license. And I speak Czech and German. And there is more. But this thing already has more than two pages, so perhaps another time.

So don't forget,
the phone number is +420 774 627 626.

I'M READY. ARE YOU?