Matt Syberg-Olsen

CD/COPYWRITER

Vancouver

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Perhaps the greatest testament to Matt's power of persuasion is that he was not only admitted into UBC, but even after that someone let him into law school at Dalhousie. Then, following the traditional path, he went from there directly into advertising. One could debate the decision-making, but things seem to have turned out ok. Matt has worked at agencies big and small on accounts like Volkswagen, Mazda, Tim Hortons, Bell, Go RVing, Kellogg's P&G and Visa. He's won awards at Cannes, The One Show, CA, Clios, Marketing, ADCCs and even the UN (yes, the UN gives awards for advertising). Matt's a copywriter and creative director. He likes the big picture as much as all the details that make it up. More than anything, though, Matt is a problem solver. Presumably, if you're reading this you currently have a problem that needs a solution. It would seem as though you're reading the right bio...

Experience

Freelance Copywriter

Toronto

Underdog

Dentsu, Innocean, Ostrich Studios, Felix Sprit Co., Common Good Beer Co.

Executive Creative Director

Toronto

Doug & Partners

Honda, Good Life Fitness, Plan International Canada, Reliance Home Comfort, The Period Purse, Sault Ste. Marie Tourism, York University, University of New Brunswick, Go RVing

VP Creative Director — Toronto

J. Walter Thompson

Tim Hortons, Mazda, Nestle

ACD/Copywriter — Toronto

Red Urban

Volkswagen, Labatt Breweries

VP, Group Creative Director — Toronto

Leo Burnett

Bell, Silk Soya Drink, P&G

Creative Director — Toronto

Extreme Group

Quiznos, Grand & Toy, Cadillac Fairview, P&G

Group Creative Director — Toronto

Maclaren McCann

GM, Cadbury, Ontario Lottery Gaming Corporation, Durex

Copywriter/Creative Director — Toronto

Arnold Worldwide

Volkswagen, Fidelity Investments, BMO, GSK, Monster.ca., Centennial College, Canadian Psychiatric Research Foundation, Toronto Tourism, Canada Savings Bonds

Copywriter

Toronto

Leo Burnett

Cadbury, P&G, Kellogg's, Heinz, Woodbine, Minute Maid, Powerade, Fruitopia

Copywriter

Toronto

GWP

Rogers, ING, Royal LePage, Everfresh Juice

Copywriter

Toronto

Ranscombe & Co

Royal Ontario Museum, Woodbine, MetroWorks Toronto, Toronto Board of Trade

Awards

One Show, Cannes, CA, Marketing, ADCC, CMA, Mobius, London International, Crystals, Applied Arts, Creativity and the United Nations (yes, the UN actually gives advertising awards)

Education

Law

Halifax

Dalhousie

English Lit

Vancouver

UBC

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