

Hi! I'm Matei.

A hands-on social creative leader with 11+ years of agency experience, including 4+ years leading social creative teams. I direct organic social content, set social strategy, and crack great jokes on client Zoom calls while also ideating, trend sourcing, and copywriting across TikTok, Reels, X, LinkedIn, and YouTube Shorts. Clients have included Microsoft, Logitech, Riot Games, Google Pixel, and my local health department. I also have experience across paid, digital, influencer, and have helped win 8 new business pitches.

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Ayzenberg, Social Creative Lead & ACD (Social)

April 2024 - August 2026

- Led social creative direction and ideation across all our Riot Games retainers including League of Legends, Teamfight Tactics, Riftbound, and VALORANT, directing multidisciplinary teams across reactive, evergreen, and campaign workstreams for each client.
- Provided daily copy, video, art, audio, inspo, social feedback and direction to maintain and elevate standards across the work.
- Directed scrappy social shoots in collaboration with our community and creative teams.
- Partnered with clients to author the year-one social brief for Riftbound, Riot's new trading card game, which evolved into the client's ongoing monthly briefings.
- Set monthly creative direction and content strategy for each account across TikTok, Instagram, X, and other social platforms, including learnings, inspiration, and tonal, strategic, or community guidance.
- Led the agency's first-year Teamfight Tactics retainer, helping evolve the account from static-first content toward short-form TikTok and Reels.
- Helped drive League's highest 7-day follower growth ever, gaining 100K followers in a week through our Jayce PFP activation which became a [Shorty Award Finalist](#).
- Ideated and wrote alongside the team, helping deliver several of the accounts' top-performing posts of all time, including League's 4th most-liked post on X ever, TFT's most-engaged post on X in 2024, and several top-performing TikToks, such as a League season-launch cinematic meme with 283K likes on TikTok.
- Helped generate \$800K in incremental campaign work in 2024, including leading and executing social creative for the global VALORANT console launch.
- Partnered with account and production leads on scope, staffing, creative allocation, and resourcing.

1000heads, Social Creative Lead & ACD (Social)

March 2023 - April 2024: ACD, 1 year 1 month

- Won and led Logitech's global social AOR across five business verticals spanning B2C and B2B, including Gaming, Education, and Business, directing ~35 monthly assets plus 100+ community responses across major social platforms.
- Set creative direction and evolved social expression across the broader Logitech portfolio, including revitalizing the brand-wide Gen Z tone of voice.
- Led creative development for product launches and campaign moments across audiences ranging from IT decision-makers and business leaders to students and gamers, balancing social culture, product storytelling, and enterprise needs.

Aug 2020 - March 2023: Jr. ACD, 2 years 8 months

- Won 8 new biz pitches: Logitech (social), Keurig (social), Little Bites (social), Verizon (influencer), Snapchat (social), Caviar (influencer), Android (influencer), and Google Retail Associates (CRM).

- Senior creative across our Pixel, #TeamPixel, and Google Retail Associates lines of business delivering social, digital, and influencer work.
- Crafted our CRM program from the ground-up for Google Retail Associates including scripts for Shawn Mendes and T-Pain, all program copywriting, and creative optimization like a/b tests.
- Facilitated our first agency-wide brainstorm, which became agency culture.

June 2018 - Aug. 2020: Copywriter, 2 years 3 months

- Wrote 56 social campaigns alongside my art partner for Microsoft across all social channels in paid and organic, for over 1.5 billion impressions
- Credited by senior Google marketing executives for transforming the creative reputation of our agency.
- One of two employees selected to establish and expand the 1000heads LA office in 2020 growing it to the 35 people it has today through proactivity, accountability and new business.

Wunderman June 2016 - June 2018: Jr. Copywriter, 2 years

- Wrote digital CRM copy for Xbox, Microsoft, Office 365 resulting in over 300 million emails.
- Collaborated with CCO to proactively pitch Minecraft an idea I created.
- Initiated contact with Taleworlds through a cold email, securing a new biz lead for Wunderman.

Various Social Media Internships | 1 year

- I wrote social copy for Novus International that made agriculture fun, while showing signs of proactivity and thoughtfulness that define my career today like noticing employees weren't composting and it was costing Novus money due to fines so I created signage to educate people.

Skills

Social paid and organic creative direction • Copywriting • Social strategy • Trend mining • Directing social shoots • Ideation • Deck narrative development • Client presentations • Creative team leadership • New business pitching • Digital marketing • Digital copywriting • Influencer marketing

GLHF