

Alex Mattingly

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Summary

It's not just about content anymore—today, clarity is king. I've spent nearly a decade working with industries like healthcare, energy, and financial services, and that experience has honed my expertise in creating compelling stories, clear messaging, and persuasive calls to action for even the most complex enterprises. Marketing is only effective when your stakeholders understand what you're doing and why it matters to them. I can help make that happen.

Experience

OneAmerica

February 2021 - Present

Manager of Consumer Marketing, Enterprise

- Led a team of writers, designers, digital specialists, and strategists through planning a 12-month, enterprise-wide initiative. Created and wrote emails, video briefs, executive communications, and scripts as part of the first wave of work.
- Designed a multi-year plan to evolve the above into a customer-facing marketing campaign across multiple channels. Began integrating this plan into a larger brand story as the company lays the groundwork for a unified brand strategy.

November 2019 – February 2021

Enterprise Communications Manager

- Created the first-ever remotely produced Annual Report, including client and stakeholder interviews, video production, content creation, and print distribution.
- Responsible for leading and creating communications across multiple business lines, managing stakeholders, and producing quality work against deadline. Communications include email, sales sheets, video content, commercials, testimonial interview, social media content, and more.
- Responsible for closely collaborating with designers, the digital content and Salesforce team, editors, and other writers to produce work aligned with the business priorities in a fast-paced, deadline-driven environment.

Well Done Marketing

January 2015 – November 2019

Writer / Producer

- Responsible for producing quality work against deadline while collaborating closely with a team of designers, account executives, public relations professionals, and digital strategists.
- Recorded, produced, edited, and appeared in video and radio spots. Responsible for interviewing subjects, working closely with videographers and production studios, and ensuring final results met the needs of each client.
- Wrote ad copy, video and radio scripts, and web content for clients such as MailChimp, Hendricks Regional Health, Suburban Health Organization, Eleven Fifty Academy, Cancer Support Community, Central Indiana Community Fund, Wabash Valley Power, Richard M. Fairbanks Foundation, and many other companies and nonprofits.

Yellow Pages Group

April 2013 – January 2015

Copywriter

- Researched and wrote websites for small businesses in a production-oriented environment. Timely publication required a mastery of both speed and accuracy as work moved through the company on tight deadlines.
- Became adept at SEO best practices while writing copy that was audience-friendly and informative. Worked to create content that was personable and engaging while maximizing SEO performance.
- Thrived in an environment that required self-management, flexibility, and adaptability while collaborating with graphic designers and web builders.

Education

Butler University – MFA Creative Writing

Graduated May 2011

Graduated with Honors

Indiana University Purdue University Indianapolis – BA Secondary English Education

Graduated May 2006

Graduated with Honors