

MATTHEW CHAVEZ

Performance Creative Lead for Consumer Brands

Phoenixville, PA · Relocating to the San Francisco Bay Area, January 2027 · Open to remote US
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SUMMARY

Marketer with 8 years inside the marketing teams at Sun Basket, June Oven, and Weber, plus freelance since 2023 for Pillsbury, Brez, Golden Steer, and others. I take ideas from insight to shipped creative and test them one variable at a time. I built the Sun Basket paid social creative team from zero, scaled it to about 40 Meta ads a week, and directed 2 editors and 4 contractors. I run an AI-assisted workflow for research, briefs, scripts, and variants every day. M.S. in Marketing Leadership, Drexel, 2026. Looking for a creative seat inside a growth team where I own the testing roadmap and the readout.

HIGHLIGHTS

- Built a paid social creative team from zero and scaled it to about 40 Meta ads a week at peak, one variable per test: hook, angle, format, or CTA. The media team reported the work at around 3:1 ROAS.
- Helped hire and then directed 2 in-house editors and 4 contractors. Brief and manage freelancers, agencies, crews, and shoot budgets.
- Concept, script, and cut performance creative end to end. Deliver 60 to 80 social and paid social assets a month for freelance clients, built to stop the scroll in the first two seconds.
- Ran my own sandbox Meta account to learn the numbers, and audited a live DTC account to find \$26K of spend under 0.6 ROAS and 600+ ads stuck in learning.
- Run an AI-assisted workflow for research, briefs, scripts, and variants, with an editorial review before anything ships.

EXPERIENCE

Performance Creative Lead | Freelance / Contract

Remote, USA · Oct 2023 to Present · Clients: Pillsbury (General Mills), Brez Drinks, Doc's Diesel, Fireside Chats, Golden Steer Steak Co., AstraZeneca and RAPS through Freedom Digital Media

- Plan and deliver 60 to 80 social and paid social assets a month on a weekly cadence for Instagram, TikTok, YouTube, and Meta ads, across UGC, customer story, talking head, recipe, and product formats.
- **Golden Steer:** built the brand's Meta campaign with the CEO. Structured 4 ads across 2 concepts as single-variable hook tests, with storyboards and copy.
- **Pillsbury (General Mills):** evergreen recipe content and performance ads for the brand team, built to stop the scroll in the first two seconds.
- **Brez:** weekly hook-driven short-form ads with the brand's creative strategist and head of marketing.
- Run an AI-assisted workflow for research, briefs, scripts, and variants, with an editorial review before anything ships.

Senior Creative Producer, Marketing | Weber Inc. (Connected Devices, formerly June Oven)

Remote, USA · Oct 2022 to Oct 2023

- Production point of contact across marketing and brand for app and product launches. Turned campaign goals into briefs, storyboards, and production plans, and delivered launch content on schedule.
- Owned app content: 100+ recipe and how-to videos for the Weber app and social channels, built to help customers get more from the product.
- Supplied the media team with paid social variants for Instagram, Facebook, and TikTok. Reworked hooks and cut lengths from media-buyer feedback.

Video & Content Lead | June Oven (acquired by Weber)

San Francisco, CA · Oct 2019 to Nov 2022

- Owned the June Instagram for a year: strategy, brand voice, captions and copy, content calendar, daily publishing across product, education, and community, and a weekly read of platform insights to decide what to make next.
- Ran video and content solo, including monthly Meta ads, reporting to the CEO for all marketing and website content. Kept it shipping through a major budget contraction.
- Built the June app's guided cooking library: 300+ step-by-step recipe videos customers follow inside the product, with the head of culinary.

- Delivered the video side of the agency-led rebrand, including every video on the new website. Set the brand's video look and rolled it out across the app, social, and site.
- Turned long-form shoots into short-form social, Reels, and carousels built around real customer questions.

Video & Paid Social Creative Lead | Sun Basket

San Francisco, CA · Jan 2016 to Oct 2019

- Built the video and paid social creative team from zero, reporting to co-founder Tyler MacNiven. Helped hire and then directed 2 in-house editors and 4 contractors. Head of brand held final approval.
- Scaled paid social output to about 40 Meta ads a week at peak. Each test changed one variable: hook, angle, format, or CTA. The media team reported the work running at around 3:1 ROAS.
- Ran a sandbox Meta ad account myself to learn the numbers, at about 1:1 to 2:1 ROAS, before Andromeda.
- Worked with Facebook's Disruptors team to optimize video for Feed, spend, and ROAS, and to plan major marketing initiatives.
- Produced campaigns for social, email, landing pages, TV, and Times Square. Managed crews, talent, voice actors, locations, and shoot budgets.

SELECTED PROJECT

Meta Account Diagnostic | DTC brand, interview case study

- Broke out a live Meta account by ad, spend, CTR, and ROAS. Found \$26K of spend under 0.6 ROAS and 600+ ads stuck in learning, and winners starved at \$6 to \$57 of spend while returning 8x to 52x. These set the budget and creative sides of the restructure plan.

EDUCATION

Drexel University, M.S., Marketing Leadership, 2026

New Mexico State University, Bachelor of Creative Media, Digital Filmmaking, minor in 3D Animation and Visual Effects

General Assembly, Digital Marketing Certificate (live Google Ads and Meta campaigns)

SKILLS

Marketing: creative strategy, hook and format testing, creative testing frameworks, creative briefs, scripts and storyboards, paid social creative for Meta, TikTok, and YouTube, directing editors and contractors, agency management, short-form social, product launches, audience insights, reading performance data, AI-assisted research and drafting with editorial review

Channels: Instagram, TikTok, Facebook, YouTube Shorts, Pinterest, Meta Ads

Analytics and research: Meta Ads Manager, Google Analytics, Motion, Triple Whale, Shopify, Sprout Social, Later, Google Sheets, Tableau, Meta Ad Library, Foreplay, TikTok Creative Center, hook rate, hold rate, CTR, CPA, ROAS

Production and tools: shoot planning, directing editors, contractors, and agencies, Adobe Premiere Pro, After Effects, Photoshop, Canva, Figma, Trello, Monday.com, Claude, ChatGPT, ElevenLabs, Midjourney