

"Oh, hello," says

MATTHEW LATKIEWICZ

Address

3739 Seneca Ave
Los Angeles, CA 90039

tel 413-475-2781
email matthew@youwillnotbelieve.us
url youwillnotbelieve.us

Education

Hampshire College, Amherst, MA
BA in Philosophy, 2001

Skills for you to use

Creative leadership, writing/editing,
video & audio production using the
Adobe suite, performance (acting,
hosting, voice-over), web design,
HTML5/CSS

Awards and Residencies

Digital Narratives, Banff Centre, 2015
*Artist residency focused on story-telling
through digital means. Led by Eli
Horowitz of McSweeney's and The
Silent History*

Alva Fellow, 99u conference, 2011
*Conference focused on creative practice
put on by Behance*

Creative director, published author, and television host with 14 years experience in tech startups, creative agencies, and media. I also used to own a cafe named after a female pirate.

KEY EXPERIENCE

Writer and Television Host

2004-present

I wrote and hosted two seasons of the comedy advice show *You Can Do Better* on truTV. That show was based on a book I wrote called *You Suck at Drinking*, published by Running Press. Most recently, I wrote and hosted a show called *Drinktionary* for the BrewDog network, a new VOD service.

My work has also appeared in *WIRED*, *Grub Street*, *Details Magazine*, *Refinery 29*, *McSweeney's*, and other small zines and academic journals you'd be hard pressed to find nowadays.

Creative Director, Zendesk

San Francisco, CA | 2009-2016

Zendesk is a software company that built an internal agency to handle all its brand and marketing needs. I was a creative director inside that agency, directly in charge of the video and copy teams. I supervised editors, animators, and copywriters, and worked as the director during productions. We called ourselves the story team.

Using the Adobe suite, my team and I produced all the Zendesk video and written content in all manner of styles: promotional, animated, documentary, even music videos. Our content has been recognized and lauded throughout the tech industry.

Web Designer/Developer, Firehaus Studio

Amherst, MA | 2006-2009

A small web design shop where I trained in web design and development, including the Adobe suite & HTML/CSS. We worked on a lot of small sites for magazines and publishers, but also designed and built our own projects.

Owner/Manager, The Lady Killigrew Cafe

Montague, MA | 2003-2006

The Lady Killigrew was (and still is) located in probably the most magical building in the Eastern U.S. —a barely renovated mill also housing a used bookstore.

I opened the cafe when I was 23, ran it for three years and then sold it. I learned a lot about business, management, promotion, and how to make coffee and pretty good sandwiches.

SIDE PROJECTS

- **Welcome to the Team!** - email theater - legality.works

An email and web based story experiment about a crowd sourced, cloud based justice system. I started this project at the Digital Narratives residency at the Banff Centre in Canada.

- **You Will Not Believe Tours** - comedy experiment - youwillnotbelieve.com

I designed and built this responsive site, did all the audio production; and worked with some seriously funny people to write the fake audio tours.

- **Reading Notes** - Paper notebooks for book readers - pleasetakenotes.com

I designed notebooks that fit inside your book like an old library card. Reading notes have been featured in *Dwell* and are sold by *Mental Floss*.