

Matt Carucci

Content Creator | Copywriter | Creative Strategist

mattcarucci@icloud.com

Resume / Contact info

I'm a NYC-based content creator, strategist, and copywriter with over 5 years of experience turning cultural trends into high-performing content. I've helped brands like Kraft, Kool-Aid, Milk-Bone, and Gillette stand out on platforms like TikTok, Instagram, and Twitter - whether that's by scripting a viral video, developing a brand voice, or leading content teams across multiple formats.

I try to bring a comedy-forward approach to all of my strategies but am also multifaceted and capable of evoking a multitude of emotions with my content.

Skills & Tools

Creative Strengths:

Video Scripting • Caption Writing • Copywriting • Trend Research • Meme Writing • Campaign Strategy • Community Engagement • Creative Direction

Tools & Software:

CapCut • InShot • Adobe Premiere Pro • Adobe Lightroom • Canva • Google Suite

Experience

Senior Content Creator

Publicis Groupe | Digitas | Sept 2025 - Sept 2026 | New York, NY

- Worked with the Smuckers team leading the creation of all Instagram and TikTok content from idea to execution for Milk-Bone, Cafe Bustelo and Jif social channels
- Managed the first content creator in the intern residency program from June 2026-Aug 2026, overseeing her intern project as well as brand work.

Sr. Social Media Manager

InsideHook | Aug 2024 - Apr 2025 | New York, NY

- Oversaw the strategy and managed the content creation for InsideHook and The Spill across TikTok, Instagram, and Twitter
- Wrote briefs and executed short-form content from ideation to final post
- Managed community engagement and adapted brand TOV across newsletters and social
- Helped launch HoopsHQ and worked with the social content creator to drive 2M+ views on video content within four months

Creator -> Senior Creator -> Lead Creator

Vayner X | VaynerMedia | Mar 2020 - Mar 2024 | New York, NY

- Led content teams and mentored creator residents, reviewing output and ensuring FTC compliance
- Developed TikTok-first campaigns for brands like Kool-Aid, MiO, and Gillette
- Wrote scripts, filmed, edited, and handled community management
- Played a key role in launching Kraft Mac & Cheese's TikTok strategy
- Helped scale influencer platform strategy and social playbooks for CPG brands

Select Brands

Kraft • Kool-Aid • Milk-Bone • Jif • Cafe Bustelo • Planters • Gillette • EchoPark • HoopsHQ • Brisk Iced Tea • Lipton • Duracell • O-I Glass • MiO

Industry Experience

Beverage • Pet • CPG • Food • Auto • Pop Culture • Glassware • Sports