Matt O'Leary

Senior Copywriter

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Senior copywriter for beauty, wellness and lifestyle brands. Four years as the sole in-house writer for Skin Factory LA and its education brand Grain.co, owning the brand voice from product pages and email to campaign lines and commercial scripts. Writes for the edit, not just the page. Copy that sells out launches and grows brands, from a sold-out Grain.co debut to more than tripling a luxury fragrance business.

EXPERIENCE

Creative Director & Copywriter — *Skin Factory LA and Grain.co*

SEPT 2022 – PRESENT · LOS ANGELES · FULL-TIME

- Sole copywriter across three lines of business: skincare products and merchandise, in-studio facial treatments, and education brand Grain.co
- Own the brand voice and all copy: product and PDP copy, landing pages, packaging, marketing email, web and paid social, all written within skincare claims guidelines
- Created the voice and all launch copy for Grain.co; its first weekend workshop (New York, Sept 2026) sold out, leading to two more dates in Los Angeles and San Francisco in 2027
- Wrote and directed 5 brand commercials for social and the website landing pages they drive to (3 for Skin Factory LA, 2 for Grain.co)

Copywriter & Director — *Morris Group International (MGI)*

2022 – PRESENT · FREELANCE

- Wrote and directed 15+ campaigns across MGI portfolio companies Acorn, Murdock, Smith and Elmdor
- Produced Smith Group's 100th-anniversary campaign ($1M+ budget)

Fitness Manager & Copywriter — *Basecamp Fitness*

2018 – PRESENT · PASADENA, CA

- Write the weekly member newsletter and marketing emails (2024 – present), using open-rate data to shape content
- Lead a team of 8 trainers as Fitness Manager (2024 – present)

Co-founder & Creative Director — OMRA *(fitness app)*

2023 – 2025

- Built the brand voice for an inclusive movement app for older adults and people recovering from injury
- Wrote all app, marketing and voiceover copy, and led the look and the launch spot

Copywriter — *Ormonde Jayne and Robert Piguet*

ORMONDE JAYNE 2025 · ROBERT PIGUET 2009 – 2016 · FREELANCE

- Product and campaign copy for two luxury fragrance houses
- Robert Piguet: wrote the campaign and print copy as the business grew from £350K to £1.2M (2014 – 2016)

ALSO

Writer-director (as Cai O'Leary): feature NUMB (Amazon Prime Video; three awards at DTLA Film Festival) and short CRUZ (FrightFest premiere). Writer-producer of the BAFTA-longlisted short Ariel.

SKILLS

Landing page copy · Claims-compliant beauty copy · Video scripting for social · Brand voice · Campaign concepting · Product and PDP copy · Email and newsletter copy · Paid and organic social · Canva · Photoshop · Lightroom · DaVinci Resolve

LANGUAGES

Welsh (fluent) · Mandarin Chinese (conversational) · French, Spanish (basic)

EDUCATION

BA (Hons) Acting — Birmingham School of Acting (now Birmingham City University), UK · 2004