

Matt O'Leary

Award-winning director and screenwriter, now writing for brands. Twenty years spent making people feel something — in thirty seconds or two hours. Multilingual; ruthless about cutting the extra word.

EXPERIENCE

Freelance — Copywriter / Director — Skin Factory LA

2024 — PRESENT

- Copy for ads and campaigns for the skincare brand
- Also wrote and directed their brand commercial

Freelance — Copywriter / Director — MGI

2022 — PRESENT

- Directed and wrote copy for 15+ campaigns and commercials across Morris Group International's portfolio companies (Acorn, Murdock, Smith, Elmdor)
- Produced Smith Group's 100th-anniversary campaign, \$1M+ budget

Freelance — Copywriter / Photographer — Ormonde Jayne

2025

- Photography and copywriting for product and campaign work

Freelance — Copywriter — Robert Piguet

London, UK

2007 — 2026

- Wrote and produced brand campaigns, including a 30-second commercial for Fracas
- Also shot the accompanying print photography campaign

Cai O'Leary — Writer / Director

Feature & short films

2017 — PRESENT

- NUMB — feature (streaming on Amazon)
- Cruz — short (streaming on Bloodstream)
- Man Is Beast, Ariel, Vira — shorts
- Liminal — writer only (dir. Mark Tonderai)
- Vampirish — feature, in production
- Bromptons — sitcom pilot, optioned (Jenna Ushkowitz)

Basecamp Fitness

Pasadena, CA

2018 — PRESENT

- Wrote email and marketing copy for the Pasadena location
- Managed a team of trainers

Los Angeles, CA

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PORTFOLIO

caioleary.com/copywriting

EDUCATION

Birmingham Conservatoire, UK

BA Acting & Film

2001 — 2004

LANGUAGES

English, Welsh (fluent)

Mandarin Chinese, French,

Spanish (conversational)

SKILLS

Copywriting, brand development, creative marketing, editing, management, fostering agency culture, screenwriting, film & TV production, directing, photography, DaVinci Resolve, Photoshop, Lightroom

AWARDS

Award-winning writer and director

— work featured at Cannes and FrightFest, among others.