


MATTHEW SELL

CURRICULUM VITAE

 [Portfolio](#)

 [Website](#)

 [LinkedIn](#)

PERSONAL STATEMENT

My career has spanned across the sectors of business, media, investigations, government, and FinTech. This includes comprehensive experience in producing marketing copy and technical documentation, managing social media accounts on a national scale, and investigating breaches of environmental legislation. I have also developed my craft as a writer through my studies in creative writing at the University of Oxford.

SKILLSETS AND INDUSTRY KNOWLEDGE

Writing and Media: Social media management (Sprinklr, Meta Ads, etc), research, articles, blogs, information memorandums, editing, brand awareness, technical writing, UX/UI writing, SEO, news stories, press releases, creative writing, business proposals, user guides, reports, scripts etc.

Product and FinTech: The digital wallet and payment card industry, design (Figma, InDesign etc), apps (UX, UI, UAT, app store descriptions etc), research, comparative analyses, video tutorial guides, and knowledge on software tools/systems (Jira, SharePoint, CMS etc).

Blockchain and Web3: Community engagement, fundamental/technical analyses, blockchain protocols and use-cases, gaming, tokenisation, using various blockchain networks/systems, NFTs, ordinals, cryptocurrencies, RWA, AI, DeFi, DAOs, smart contracts, market knowledge, etc.

Business: Stakeholder relationships, client management, knowledge on the financial and economic sectors, marketing, project management, business analytics, and risk-management.

Compliance and Investigations: Managing investigations, interpreting and applying legislation, gathering evidence, surveillance, interviewing suspects and witnesses, negotiations, evaluating a crime scene, the use of technical equipment and software tools etc.

WORK EXPERIENCE

Communications Specialist - New Zealand Transport Agency (February 2023 - May 2024).

I was tasked with providing official information to the general public of New Zealand. This information was related to travel information for state highways around the country (for example, relaying the opening and closing of major transport routes) in response to severe weather events (flooding, slips etc), crashes, and planned works. I kept the official NZTA X/Twitter, Facebook, and website updated with information as events unfolded in real-time. The information I published was regularly shared by major news outlets throughout the country. This position was based within a specialised control room, as part of the Real-time Operations Group.

Senior Technical Writer - Youtap (June 2022 - February 2023).

Youtap is a global FinTech leader in providing B2B solutions for digital wallets and payments infrastructure. In this cross-functional role I produced a wide range of written marketing copy, technical documentation, and market research. I was also involved in client management (from start-ups through to globally recognised commercial entities), project management on a pilot program, and raising investor capital via an information memorandum.

Copywriter - Independent/Freelance (June 2021 - June 2022).

I produced content for a wide range of clients, with a focus on the technology and blockchain sectors. I kept abreast with the latest innovations, trends, and developments within the technology sector, while also undertaking in-depth research into whitepapers. This ensured that I produced high quality collateral, including blogs, articles, and press release statements.

Compliance Officer - The Department of Conservation (January 2021 - June 2021).

My primary task was to investigate breaches in conservation legislation throughout New Zealand. I interviewed suspects and witnesses, gathered evidence, led stakeholder engagement, wrote evidential reports, issued infringements, and recommended prosecution action.

Enforcement Officer - Auckland Council (March 2019 - December 2020).

Investigating regulatory issues throughout the Auckland region was a key component of this role. Day-to-day responsibilities included gathering evidence, investigating multiple sites around Auckland, enforcement action, and building relationships with numerous stakeholders.

Rifleman/Infantry - The New Zealand Army Reserves, PTE, 5/7 Battalion RNZIR, (2015 - 2016).

Skillsets prioritised in this role included a heightened awareness for health and safety, teamwork, navigation, technical equipment capabilities (weapons, radios etc.), living in isolated environments, attention to detail, self-discipline, and expanding my mental/physical limitations.

Sales, Hospitality, and Miscellaneous roles (2015 - 2018).

Key skills developed in these roles include customer service, product knowledge, and the development of a professional work ethic.

TERTIARY EDUCATION

University of Oxford (2023 - Current).

Undergraduate Diploma of Creative Writing (remote, part-time option).

Victoria University of Wellington (2014 - 2017).

Bachelor of Arts
Major: Psychology.
Minor: History.

Bachelor of Science
Major: Ecology and
Biodiversity.

VOLUNTEER AND ADDITIONAL EXPERIENCE

- Auckland Council Emergency Management - Intelligence/Operations.
- Represented New Zealand at the Hague International Model United Nations.
- Conservation research with university staff.
- Global travel.