Matt Saxton

1216 Dormont Ave. #2, Pittsburgh, PA 15216

saxtonmd77@gmail.com | saxtonpublishing.com/portfolio | +1 (541) 525-8890

25+	**20%**	**15%**	**$45K**
Years of Content Development Experience	Increase in e-newsletter subscriptions	More qualified inbound leads from subscribers	Saved per year in editorial management fees

Professional Summary

- Senior content manager with 25 years of experience writing powerful, clear, and accurate messages for technical and non-technical audiences.
- 7 years of experience as a marketing content developer, including 5 years as a B2B writer in the software industry.
- Special interest in SEO, content management systems, and Generative AI.
- Bachelor's degree in English, post-graduate coursework in data science.

Content Development Skills

Advertising Copy, Audio and Video Scripts, Blogs, Catalogs, Customer Success Stories, Direct Mailings, E-books, E-mail Campaigns, Executive Summaries, How-To Articles, Instruction Manuals, Landing Pages, News Stories, Newsletters, Packaging, Podcasts, Press Releases, Product Descriptions, Product Inserts, Public Statements, Release Notes, Sales Flyers, SEO, Slideshows, Social Media Posts, Thought Leadership Articles, Use Cases, User Documentation, Visitors Guides, Webinars, White Papers

Technology Skills

Acrobat, Adobe InDesign, AWS, Canva, ChatGPT, Confluence, CSS, Excel, Google Ads, Google Analytics, Google Docs, Google Sheets, HubSpot, HTML, Illustrator, Jira, Jupyter Notebook, JavaScript, Microsoft Word, Monday.com, Outlook, Photoshop, PowerPoint, Python, Salesforce, Teams, Visual Studio Code, WordPress, Zoom

Education

Master of Science, Data Analytics | CSU Global Campus, in progress

Bachelor of Arts, English | Westminster College, graduated magna cum laude, 3.77 GPA

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Recent Work Experience

Marketing Content Writer, TrendMiner (Remote), November 2021 - September 2024

- Promoted a free monthly newsletter, which led to a 20% increase in subscriptions and a 15% increase in qualified inbound sales leads from subscribers.
- Secured publication for more than 50 ghostwritten articles, which also saved $45,000 in annual contract fees for editorial services.
- Distributed monthly press releases and answered media inquiries.
- Established new content workflows, a content calendar, and automated project management dashboards for quick insights into the status of content in production.

Technical Marketing Writer, Axcient (Remote), March 2020 - September 2020

- Wrote technical and marketing B2B collateral for a rebranded software product.
- Organized user documentation, release notes, and support articles.
- Developed thought leadership content about cybersecurity and business continuity.

Content Developer, IAITAM, Canton, Ohio | March 2019 - February 2020

- Designed new content workflows for IT Asset certification courses.
- Collaborated with writers, SMEs, and stakeholders to revise seven student manuals.
- Produced and hosted a biweekly online webinar with IAIATAM members.

City Editor, Wheeling Newspapers, Wheeling, West Virginia | April 2018 - January 2019

- Supervised 10 reporters and managed the Facebook pages for three daily newspapers.
- Coached reporters at sister newspapers and managed a regional obituary desk.

Assistant Editor, PaintSquare News, Pittsburgh, Pennsylvania | June 2015 - February 2016

- Produced two daily e-newsletters and managed social media accounts for a niche publisher in the protective coatings industry.
- Curated content from online sources and rewrote relevant stories for the newsletters.

Content Manager, AIAG, Little Rock, Arkansas | October 2014 - May 2015

- Repurposed content for blogs, landing pages, and social media channels to generate inbound leads for civil litigation attorneys.
- Managed a pool of freelance writers through Textbroker, which included assigning blogs; editing and their work; and administering their employment and pay.