

# Matt Saxton

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**25+**

Years of content development experience

**20%**

Increase in e-newsletter subscriptions

**15%**

More qualified inbound leads from subscribers

**\$45K**

Saved per year in editorial management fees

## Professional Summary

- Senior content manager with 26 years of experience writing powerful, clear, and accurate messages for technical and non-technical audiences.
- 7 years of experience in marketing content development, including 5 years as a B2B writer in the software industry and more than 4 years writing for SaaS products.
- Special interest in SEO, content management systems, automation, and GenAI.

## Content Development Skills

Advertising Copy, Audio and Video Scripts, Automation, 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, Make, Microsoft Word, Monday.com, Outlook, Photoshop, PowerPoint, Python, Salesforce, Teams, Visual Studio Code, WordPress, Zapier, Zoom

## Education

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

## Recent Work Experience

### **Senior Global Content Writer, Intellias (Remote), December 2024 - Present**

- Produce dynamic, fresh copy and AI-assisted marketing content to boost inbound leads.
- Create dynamic LinkedIn posts to promote website content and events.
- Write and edit SEO-rich, authoritative blogs, white papers, social media, press releases, and special projects.
- Research and draft internal documents for the inbound team.

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

- Increased newsletter subscriptions by 20% and qualified inbound leads by 15%.
- Place over 50 articles for publishing, saving \$45,000 in annual editorial fees.
- Built a project dashboard and content calendar to schedule and automate workflows.
- Established new workflows, a content calendar, and automation for content tasks.

### **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 Management 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.
- 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.
- Managed a pool of freelance writers through Textbroker.