

Matt Saxton

Senior Content Writer, Pittsburgh, Pennsylvania, United States

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Summary

Highly motivated Senior Content Writer with 7 years of experience creating SEO-driven content for B2B and B2C audiences. Data-driven content manager with a proven record of developing strong, effective, and strategic content plans. Over 20 years of experience as a journalist.

Career Highlights & Accolades

- Reduced the turnaround time for demand generation content by 87% with generative AI
- Initiated an email and social media campaign to increase reader engagement by 15%
- Spearheaded direct article placement, saving 10% annually in marketing costs
- Produced a new feature section, leading to a 7% increase in newspaper subscribers
- Awarded for best New News Idea, News Feature Series, and Page One Design

Experience

Content Writer, Intellias, Remote, December 2024 – March 2026

- Developed a generative AI system for rapid prototyping, brainstorming, and researching, reducing the turnaround time of SEO-driven, demand-generation content by 87%.
- Collaborated cross-functionally with subject matter experts to clear a company-wide backlog of 11 AI customer case studies, developing a streamlined workflow and standardized templates to accelerate future ticket completion.
- Built an AI content plan that ensured content accuracy, generating over 3x quota for qualified leads in 2025 and achieving real business growth.

Marketing Content Manager, TrendMiner | Remote | November 2021 - September 2024

- Streamlined direct article placement as the TrendMiner Editor, saving 10% of the annual marketing budget and using cross-functional collaboration to place over 50 thought leadership articles in trade magazines.
- Designed an automated content workflow on Monday.com to manage the product marketing editorial calendar more efficiently and to ensure that content was created correctly and on time.
- Initiated an email and social media campaign on HubSpot to drive product adoption, collaborating with the performance marketing team and boosting monthly newsletter reader engagement by 15%.

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

- Authored new release notes and revised user guides to facilitate the adoption of a new software product and support its rebranding.
- Spearheaded a white paper development strategy that improved agility and reduced the turnaround time by 50%.

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

- Revised 7 certification manuals about IT asset management and initiated a campaign to promote the manuals and increase certification sales.
- Collaborated with content team members to write over 1,000 exam questions for the company's first online testing platform, giving students a new testing option.
- Hosted live webinars for association members and moderated Q&A sessions, increasing awareness of IT asset management opportunities.

Journalism & Publishing, United States, May 1999 - January 2019

- Established a career in journalism, holding a variety of roles from Intern to Editor for newspapers and publishing companies across the U.S. Earned progressive responsibility and gained editorial management experience.
- Produced a new feature section, increasing reader subscriptions by 7% and providing 25% more space for ad sales.
- Won an award for Best New News Idea from the Nebraska Press Association for a new community feature section.
- Earned an award for Best News Feature Series from the Tennessee Press Association for a series about a teacher's struggles with brain cancer.
- Received an award for Page One Design from the Maryland-Delaware-DC Press Association for a dynamic front page on a heavy news cycle.

Education

Colorado State University Global, Denver, Colorado (Remote), December 2020 - Present

- Master of Science in Data Analytics, Specialization in Artificial Intelligence
- Projected Graduation: Spring 2027
- Current GPA: 4.0

Westminster College, New Wilmington, Pennsylvania, June 1998 - December 2000

- Bachelor of Arts in English, Concentration in Computer Information Systems
- Magna Cum Laude, GPA: 3.77
- Pi Sigma Pi Honorary Fraternity

Skills

ChatGPT, Claude, Gemini, WordPress, HubSpot, Monday.com, Canva, Google Analytics, Jira, Confluence, HTML, CSS, AP Style, APA Style