

Matthew J. Alderton

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SUMMARY OF QUALIFICATIONS

- Practical senior-level publishing industry experience
- Established print and digital media expertise
- Formal journalism training
- Holistic and whole-brained approach to creative and business objectives
- Entrepreneurial energy and dexterity
- Friend, not foe, to deadlines
- Proven versatility across genres, subject matter

EDITORIAL ASSETS

Writing: Professional writer and editor for 10+ years • Author of 3,000+ articles, stories, reports • Have written for: newspapers, magazines, business publications, newsletters, e-newsletters, blogs, websites, social media • Have written: news articles, features, cover stories, profiles, Q&As, white papers, blog posts, brochures, web pages, press releases, media alerts, executive bios, marketing emails, social media posts

Editing: Have served as editor of 10 magazines, 12 weekly email newsletters, five websites • Experienced in macro, micro editing • Thorough copyeditor, content editor, proofreader • Fluent in AP/Chicago styles

Digital: Experienced in blogs, social media, SEO • Teach web writing/editing seminars for Media Bistro, private clients • Basic HTML, textile knowledge • Social media savvy • Experience with multiple CMS platforms (e.g., Ektron, TeamSite, ContentCenter) • Email newsletter production experience, using multiple solutions (e.g., BLI, Silverpop, Exact Target, Vertical Response) • Photo acquisition (e.g., iStockphoto, Getty Images) and editing (e.g., Photoshop) experience

Subject Matter Expertise: Business/small business • Association/nonprofit management • Travel/tourism • History • Meetings/events • Social justice/advocacy • Hobbies/recreation • Food/foodservice • Personal finance • Green/sustainability • Marketing/digital media • Architecture/design/construction

EDUCATION

The Graduate School, Northwestern Univ.

- Master of Arts in Creative Writing (2009)
- Focus on Creative Nonfiction

Medill School of Journalism, Northwestern Univ.

- Bachelor of Science in Journalism (2004)
- Focus on Magazine Journalism
- Minor in Gender Studies

HOBBIES & INTERESTS

- Avid hiker, pet owner, catalog shopper, interior decorator, air guitarist, martini mixer, reader, traveler, moviegoer, home chef
- Amateur painter, photographer, kayaker, cyclist
- Retired collector of comic books, baseball cards, penguin paraphernalia

EDITORIAL EXPERIENCE

Self-Employed

Freelance Writer and Editor (2006-Present)

- Plan, write, edit, execute editorial and marketing content for corporate, association, Internet, media clients.
- Built client base from zero to 30+, and annual sales from zero to six figures, in less than five years.
- Serve on retainer as contract editor for *FORUM* magazine, a monthly association management magazine for which I write and edit.
- Serve on retainer as online editor for *Successful Meetings* magazine, for which I write 80 monthly articles and produce two weekly email newsletters with 30,000+ subscribers.
- Clients include: American Dietetic Association, Association Forum of Chicagoland, Business.com, *CEO Update*, Chicago Dental Society, Guerrero Howe Custom Media (*Green Building + Design, Profile, New American Luxury, Hispanic Executive* magazines), GLC Custom Media (Enlisted Association of the National Guard of the U.S.), Imagination Publishing (Arch Chemicals, Chick-fil-A, First Midwest Bank, Lowe's Home Improvement, National Federation of Independent Business, YMCA of the USA), Northstar Travel Media

Word of Mouth Marketing Association

Managing Editor (2006-2007)

- Directed all editorial, marketing, PR, communications efforts.
- Managed team of three, including an editor, writer and web designer.
- Wrote, edited, published four weekly email newsletters, plus association and event websites, press releases and research reports.
- Built, managed relationships with 50+ industry reporters, bloggers.

Imagination Publishing

Associate Publisher (2006)

- Project-managed small business content and custom media programs for Fortune 500 clients, including Wells Fargo, UPS, MasterCard, Yahoo! and Sam's Club.
- Managed five editors, three graphic designers, 20+ freelance writers for seven magazines, four websites, three email newsletters.
- Planned and executed new business presentations.
- Drove editorial scheduling, budgeting and strategic planning.

Senior Editor (2005-2006)

- Planned, assigned, wrote, edited content for Sam's Club's *Source* magazine—published bi-monthly in five versions for 6 million readers—and KeyBank's *FAAdvisor*, a bi-weekly email newsletter for higher education.
- Managed client relations, new business efforts as a project manager, growing business with Sam's Club by more than 50 percent and with KeyBank by more than 30 percent.

Editorial Assistant (2004)

- Drove, planned, managed editorial content and design of Ty Inc.'s *Beanies & More*, a monthly consumer magazine for toy collectors.
- Wrote for 20+ licensed magazines, websites, email newsletters.

Technomic Information Services

Editorial Assistant (2004)

- Wrote and edited newsletters, industry guides and custom publishing projects for clients in the foodservice industry.