

Matthew W. Jones

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Relevant Experience:

Content Marketing Specialist, Vast Bridges, LLC – Nov. 2017-present

- Collaborate with the marketing team to plan, design, and implement the many detailed components of the content marketing strategy, which focuses on SEM and other inbound techniques.
- Write long-form, research-based blog articles to engage with target audiences, attract links, and generate sales.
- Edit articles with strong attention to detail to guarantee they are grammatically perfect and reflect the tone and style of the brand.
- Publish guest post articles on topics related to entrepreneurship, productivity, health and wellness, travel, nutrition, politics, and more.
- Cooperate and communicate with coworkers located in the US (all time zones), UK, Poland, the Philippines, and Australia
- In total, our work has led to the acquisition of more than 4,000 referring domains and a 200 percent increase in organic search traffic to the firm's primary site: broadbandsearch.net.

Content Chief and Co-Founder, History Cooperative, Sept. 2019-June 2020

- Launched a website as a minority partner with an experienced SEM professional. Met weekly to discuss strategy, best-practices, company culture, hiring, and more.
- Developed and implemented an SEO content plan for historycooperative.org that helped the site generate more than 60,000 monthly visitors through organic Google search
- Managed a remote team of 13 writers and editors based in France, South Africa, Finland, USA, UK, Canada, and Australia
- Created and edited written content about complex historical topics that engaged readers through the use of creative writing techniques while ensuring the details presented were 100 percent accurate and relevant.

Content Writer and Digital Marketing Consultant, Self-Employed, Oct. 2016-present

- Write blog content to engage audiences and encourage action (sign-up for a newsletter, make a purchase, contribute to a discussion, etc.)
- Create ad-copy for Google Search (Search, Display, and Video) and, Facebook (Display and Video), and Instagram.
- Work with clients to produce content and develop strategies that will increase the return on their investment and leverage their online content into an effective sales channel.
- Evaluate content on a regular basis and re-target wherever necessary to make sure all audiences are being properly reached

Additional Experience/Qualifications

The Human Revolution; thehumanrevolution.net

- Blog focused on using yoga and meditation, as well as other tools of self-discovery and understanding, to help people break down their mental conditioning and unlock their true potential.

Postcards 4 People, Laos and Cambodia, 2015; www.postcards4people.org

- Self-started project designed to engage travelers in Southeast Asia with the issues of the local community and how they could make a positive impact.

Education:

Masters Degree in International Development: Insitut Barcelona d'Estudis Internacionals—University of Barcelona, Barcelona, Spain, Class of 2017

- Areas of focus: Sustainable agriculture, land reform policy, small scale farming, trade policy
- Thesis: Food Sovereignty in Barcelona: Exploring the Role of Nested Markets in Helping Achieve Alternative Food Systems

B.A. in Strategic Communication and History, Temple University, Philadelphia, PA, Class of 2013

- Graduated Magna Cum Laude; GPA: 3.82
- Senior Thesis project included a strategic communications plan for local Philadelphia business

Additional Skills/Interests

- Yoga – Daily practitioner; kundalini, vinyasa, yin
- Meditation – Attended a 10-day Vipassana retreat in October 2019; practice *zazen* meditation daily
- Creative writing – Poetry, short stories, science fiction, and general literary fiction.
- PADI Divemaster – Certified to assist on PADI SCUBA diving courses and to guide certified divers in open water
- Highly-proficient in Spanish; able to hold complex conversations about a wide range of topics and comfortable writing in Spanish.
- Traveled to more than 25 countries across Europe, Asia, and Central America