

# Matthew Thompson Doxtad

Multimedia Writing, Design, and User Experiences

matthew@doxtad.com ■ 917.572.7718 ■ doxtad.com

## Summary

Content creator with a history and passion for creating digital experiences that connect with audiences, convert to established goals, and produce trackable and quantifiable outcomes.

## Education

S.I. Newhouse School of Public Communications, 2009-2010  
Syracuse University, Syracuse, New York  
Master of Arts, Magazine, Newspaper, and Online Journalism

The University of Iowa, 2000-2004  
Iowa City, Iowa  
Bachelor of Arts, Cinema

## Professional Experience

### Director of Digital Content, 2018-2021

D'Youville College, Buffalo, New York

- Maintain design aesthetics, brand alignment, and user experience on college websites.
- Create targeted, search engine optimized copy that is aligned to brand voice and goals.
- Ensure new web products are developed under the college's brand guidelines.
- Identify new projects and oversee a team to complete them.
- Communicate with departments, administrators, and other interested parties as the on-campus point of contact for content updates and maintenance.
- Design and develop standalone websites for high-level events, programs, or college initiatives.

#### Major Projects in Role

- Led website redesign process through initial site analysis, national RFP vendor search, rubric-based vendor selection with leadership input, and consistent communication strategy between vendor and campus stakeholders.
- Developed new internal process for digital marketing efforts including copy development and landing page creation leading to less vendor reliance, faster deployment, and consistently higher page conversion rates.

## **Web Content Manager, 2016-2018**

D'Youville College, Buffalo, New York

- Daily management of the content of the college websites, including continual updates to imagery, copy, and other web elements.
- Plan and coordinate with photographers, videographers, and college faculty to produce media around events and programs.
- Build college websites on both the college CMS network and the college's Wordpress network.
- Train users in effort to develop modern governance model and decentralize editing process.

### **Major Projects in Role**

- Developed internal theme design and theme development skills and processes leading to continual development on web, increased adaptability and evolution, and decreased vendor reliance.
- Researched, implemented, and maintained modern ticket-based project management system adapted across entire Marketing and Communications Department leading to better accountability and increased collaborative communication.

## **Content & Communications Associate, 2015-2016**

Employii, Buffalo, New York

- Design, write, and manage all content for the company, the company's payroll news blog, and associated social media platforms, including the research and writing of news articles, the coding and implementation of interactive elements, and the design of image assets.
- Develop CRM-based marketing content around targeted sales goals.

### **Major Projects in Role**

- Redesigned website for better SEO, decreased page load times, and modern, user-focused experience.
- Implemented interactive and engaging content strategy leading to exponential growth in user interaction.

## **Page Designer and Copy Editor, 2011**

Steamboat Pilot & Today, Steamboat Springs, Colorado

- Design and perform layout of up to 20 pages of editorial content per day, tabloid style and broadsheet.
- Copy edit pages under tight deadlines.

## **Skills and Technologies**

Copywriting and Editing ■ HTML5, CSS, Bootstrap, and Sass ■ Google Analytics, Webmaster Tools, Custom Search, and Bing Webmaster Tools ■ Video Production, Editing, and Scripting ■ Adobe Illustrator, Photoshop, Lightroom, InDesign, Premiere, and AfterEffects ■ Google Workforce ■ Microsoft Word, Powerpoint, and Excel