

Matthew Terada

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Government of Canada Reliability Status

Professional Summary

Internal communications specialist with 5+ years of experience simplifying complex technical, scientific, and government information for clear, engaging content across employee, public and client communications. Skilled in shaping internal narratives, advising leadership, and supporting organizational alignment among diverse stakeholder groups. Experienced working with defence and federal audiences including CAF, DND and RCMP, with hands-on expertise in content strategy, internal communications and plain-language writing, backed by agency campaign work and formal training in digital marketing and communications.

Key Skills & Competencies

Content & Communications

Internal Communications • Change Communications • Plain-Language Writing • Copywriting • Editing & Proofreading • Storytelling • Brand Voice • Content Strategy • Content Governance

Engagement & Planning

Audience Engagement • Campaign Planning • Content Calendar Development • Stakeholder Management • Cross-Functional Collaboration

Digital & Tools

WordPress • Enterprise CMS Platforms • Accessibility & WCAG Compliance • Google Analytics • SEO • Microsoft 365 • Adobe Creative Cloud • Canva • Website Management

Professional Experience

Content Specialist

Sirva • Ottawa, ON • Oct 2024 – Present

Relocation services provider supporting Government of Canada relocation programs, including DND, CAF, RCMP and the federal public service.

- Transform complex policies and processes into clear, accessible employee and client-facing communications serving 10,000+ public sector users.
 - Partner with internal stakeholders and leadership to deliver consistent, transparent messaging aligned with organizational goals and service standards.
 - Manage enterprise content governance standards, maintaining accurate, consistent messaging, brand alignment and accessibility across published resources.
 - Lead content development for a large-scale website migration, auditing, restructuring and rewriting 300+ digital resources to improve clarity, navigation and user experience before launch.
 - Track content quality and user feedback to support continuous improvement and inform communication planning.
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Freelance Copywriter and Web Designer

Self-Employed • Ottawa, ON • Apr 2023 – Jan 2024

- Managed end-to-end client communications from project planning through delivery, information architecture, copywriting and website development.
- Adapted messaging to diverse audiences and organizational goals, balancing creative execution with deadlines and client expectations.

- Collaborated closely with clients to refine tone, clarify complex information, and strengthen engagement across digital channels.
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Copywriter

Fifty Strategy + Creative • Ottawa, ON • Sep 2022 – Aug 2024

Full-service marketing and communications agency supporting brand strategy, advertising, digital marketing and web design.

- Developed strategic copy for 20+ integrated campaigns, strengthening brand awareness, audience engagement and organizational objectives.
 - Produced conversion-focused copy for websites, landing pages, email campaigns, digital ads and social media, grounded in audience behaviour and insights.
 - Collaborated with designers and strategists from early project stages, contributing to content strategy, personas, user journeys and wireframes.
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Digital Communications Coordinator

Carleton University • Ottawa, ON • May 2021 – Jan 2022

Office of the Vice-President (Research and International) • Energy and Emissions Research Laboratory

- Communicated complex scientific and academic research in clear, accessible language for internal and public audiences.
 - Built, published and governed 50+ WordPress pages and contributed to a university-wide website migration improving information architecture, usability, accessibility and brand consistency.
 - Coordinated stakeholder content requests and performed publication quality checks covering links, metadata, formatting, accessibility and editorial accuracy.
 - Supported internal updates and engagement initiatives across research offices and technical laboratories.
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Copywriter

The Algonquin Times • Algonquin College • Ottawa, ON • Sep 2017 – Apr 2018

An award-winning student news publication produced by Algonquin College journalism and advertising students, serving the college's campuses, alumni and surrounding communities.

- Wrote and edited 20+ editorial and promotional pieces, including interviews, advertorials and advertisements.
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Education

Digital Marketing Certificate

University of Ottawa | Ottawa, ON | 2020

Ontario College Advanced Diploma, Advertising and Marketing Communications Management

Algonquin College | Ottawa, ON | 2019

Additional Qualifications

- Government of Canada Reliability Status
- Experience supporting CAF, DND and RCMP audiences
- Strong understanding of tone, clarity and plain-language principles
- Familiarity with defence-sector context and communications requirements