

# Matthew Terada

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## PROFESSIONAL SUMMARY

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This resume might be ATS optimized, but I write for humans first. The stranger who owes you nothing. The customer with options. The skeptic who needs a reason to care. Every brief is different yet the question remains the same. Why should they bother? That's where I start. I find the right angle, the right frame, and the right words — in that order.

## WORK EXPERIENCE

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### Content Specialist

*Sirva* **Oct. 2024 – Present**

- Translate complex policy and process into clear, accessible content for 10,000+ public sector employees across 3 federal government departments — making dense material actually usable;
- Own content governance across an enterprise CMS, maintaining brand consistency, accessibility compliance, and editorial quality at volume;
- Lead the content side of a large-scale website migration — auditing, restructuring, and rewriting 300+ digital resources to meet updated UX, accessibility, and brand standards before launch.

### Freelance Copywriter and Web Designer

**Sep. 2023 – Dec. 2024**

- Ran end-to-end website and content projects across WordPress and Wix — owning information architecture, copy, and build. Every project started with audience and conversion, not aesthetics.

### Copywriter

*Fifty Strategy + Creative*

**Oct 2022 – Sep 2024**

- Wrote across 20+ campaigns for clients including Oxfam Canada, The Royal Canadian Legion, The National Gallery of Canada, and Youth Services Bureau, spanning fundraising appeals, social justice briefs, and institutional storytelling.
- Built conversion-focused copy for websites, landing pages, email campaigns, digital ads, and social content, grounding every brief in audience behavior rather than assumption;
- Worked alongside designers and strategists from the earliest stages, contributing to personas, user journeys, and wireframes so messaging and strategy developed together rather than in sequence.

### Digital Communications Coordinator

*Carleton University (Energy & Emissions Research Lab; Office of the VP Research & International)*

**May 2021 – Jan 2022**

- Translated complex academic and research content into clear, public-facing language, leading web and digital communications for research labs and institutional offices;
- Built and governed 50+ WordPress pages and contributed to a university-wide website migration, improving information hierarchy, usability, and accessibility throughout.

### Copywriter

*Algonquin College*

**Sep 2017 – Apr 2018**

- Wrote and edited 20+ editorial and promotional pieces including interviews, advertorials, and ads, building an early discipline around voice, clarity, and writing to a brief.

## EDUCATION

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**Advertising & Marketing Communications Management Diploma - Algonquin College**

**Digital Marketing Certificate - University of Ottawa**

## SKILLS

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**Content & UX:** UX Writing, Content Design, Copywriting, Storytelling, Content Governance, Presentation & Report Design

**Technical:** WordPress, Wix, Enterprise CMS, Adobe Creative Suite, Google Analytics, Microsoft Office, Content Auditing

**Marketing & Strategy:** SEO, Web Optimization, Digital & Social Media Strategy, Rebranding & Site Migration, Content Strategy