

Matthew Terada

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PROFESSIONAL SUMMARY

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, but they always start the same. Why should they bother? I find the right angle, the right frame, and the right words. In that order.

WORK EXPERIENCE

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, 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

Advertising & Marketing Communications Management Diploma - Algonquin College

Digital Marketing Certificate - University of Ottawa

SKILLS

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