

Matthew Terada

matthew.terada@gmail.com | [linkedin.com/in/matthewterada](https://www.linkedin.com/in/matthewterada) | (613) 218-8827 | Ottawa, ON

PROFESSIONAL SUMMARY

Digital marketing and communications professional with more than five years of experience transforming complex information into clear, engaging and usable content. Strong writer and digital storyteller with hands-on experience in WordPress, content strategy, website migration, accessibility and cross-functional project delivery, supported by formal training in SEO, digital marketing, social media strategy and analytics. Experienced in communicating complex technical, scientific, research and government-related subject matter, including content supporting federal government and defence audiences.

KEY SKILLS & COMPETENCIES

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

Digital Marketing: SEO • Keyword Research • Social Media Strategy • Content Calendar Development • Campaign Planning • Audience Engagement • Web Optimization

Web & Analytics: Website Management • Website Migration • Accessibility & WCAG Compliance • Google Analytics • Performance Measurement • AI Search Optimization

Project Delivery: End-to-End Project Delivery • Project Coordination • Stakeholder Management • Cross-Functional Collaboration

Platforms & Technical Tools: WordPress • Wix • Enterprise CMS Platforms • Adobe Creative Cloud • Canva • Microsoft 365 • Marketing Automation Platforms • Social Media Scheduling & Analytics Tools

PROFESSIONAL EXPERIENCE

Content Specialist

Sirva | Ottawa, ON | 2024–Present

A global relocation services provider contracted by the Government of Canada to administer relocation services supporting the Department of National Defence, Canadian Armed Forces, RCMP and the federal public service.

- Translate complex policies and processes into clear, accessible content for more than 10,000 public-sector users across the Canadian Armed Forces, Treasury Board of Canada Secretariat and RCMP.
- Own content governance across an enterprise content management system, maintaining brand consistency, accessibility compliance and editorial quality at scale.
- Lead content development for a large-scale website migration, auditing, restructuring and rewriting more than 300 digital resources to meet updated user experience, content and brand standards before launch.

Freelance Copywriter and Web Designer

Ottawa, ON | 2023–2024

- Managed end-to-end website and content projects, including information architecture, copywriting and website development.
- Applied an audience- and conversion-focused approach to every project, ensuring strategic objectives guided creative decisions.

Copywriter

Fifty Strategy + Creative | Ottawa, ON | 2022–2024

An Ottawa-based, full-service marketing and communications agency specializing in brand strategy, advertising, web design, digital marketing, graphic design and video production.

- Developed strategic copy for more than 20 integrated campaigns across diverse sectors, supporting brand awareness, audience engagement and organizational objectives.
- Built conversion-focused copy for websites, landing pages, email campaigns, digital advertisements and social media, grounding every brief in audience behaviour rather than assumptions.
- Worked alongside designers and strategists from the earliest stages, contributing to content strategy, audience personas, user journeys and wireframes so messaging and strategy developed together rather than in sequence.

Digital Communications Coordinator

Carleton University | Ottawa, ON | 2021–2022

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

Supporting university research, international partnerships and studies focused on energy production and reducing pollutants and greenhouse gas emissions.

- Translated complex scientific, academic and research information into clear public-facing content, leading web and digital communications for institutional offices and technical research laboratories.
- Built, published and governed 50+ WordPress pages and contributed to a university-wide website migration, improving information architecture, usability, accessibility and brand consistency.
- Managed ongoing WordPress updates and stakeholder publishing requests, conducting quality assurance of links, metadata, formatting, accessibility and brand consistency before publication.

Copywriter

Algonquin College | Ottawa, ON | 2017–2018

The Algonquin Times

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 more than 20 editorial and promotional pieces, including interviews, advertorials and advertisements, developing a strong foundation in brand voice, clarity and writing to a brief.

EDUCATION

Digital Marketing Certificate

University of Ottawa | Ottawa, ON | 2020

Ontario College Advanced Diploma, Advertising and Marketing Communications Management

Algonquin College | Ottawa, ON | 2019