



# MATT HANSON

Communications & Digital Content Specialist

## EXPERTISE

### Content Development

Copywriting & Copyediting,  
Proofreading, SEO Keywords, AP  
Style Guide, In-House Style Guides,  
Internal & External Communications,  
Web Pages, Blogs, Landing Pages,  
Social Media

### Software & Technology

Microsoft Office, Google Suite, Mac  
OS, Windows, WordPress, Adobe  
InDesign, Podio, Slack, Grammarly

### Additional Skills

Spanish, Independent Research,  
Time Management, Multitasking,  
Adaptability, Leadership, Teamwork,  
Customer Service, Organization,  
Document Layouts

## INTERESTS



Reading



Fitness



Climbing



Music



Film

## CONTACT

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Saint Paul, MN 55105

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Phone: (262) 353-5717

Portfolio: [matthansonwrites.com](http://matthansonwrites.com)

LinkedIn: [/in/matthewchanson/](https://www.linkedin.com/in/matthewchanson/)

## ABOUT ME

I'm a detail-oriented writer with proven success in creating polished content. With a background in digital marketing and state government, I excel at working under tight deadlines in high-pressure environments. My education in formal and creative writing, experience in content production, and naturally keen eye for detail allow me to communicate effectively while accurately adapting tone, style, and voice according to my intended audience.

## EXPERIENCE

### FREELANCE COPYWRITER | July 2019

- Created a dedicated SEO blog for Air Combat USA, the world's largest air combat school.
- Incorporated specific keywords to capitalize on recent search trends and capture a targeted audience.

### INCREDIBLE MARKETING | 2017 – June 2019

#### *Incredible Copywriter*

- Played a central role in the formation of a dedicated content department within the industry's leading medical marketing provider.
- Successfully managed a tumultuous workflow while writing for dozens of unique national and international clients in a fast-moving digital agency.
- Translated complex topics into approachable language for the layman.
- Developed copy in line with both AP standards and an in-house style guide.
- Wrote SEO content using keywords to boost clients' organic web traffic.
- Established new content marketing identities for medical practices nationwide.

### MINNESOTA SENATE JOURNAL | 2017 (Temp.)

#### *Assistant Editor*

- Published documents pivotal to the operation of the Minnesota Senate, including the Daily Orders of Business distributed to all 67 state senators.
- Regularly compiled executive communications, bill introductions, Senate resolutions, and other crucial information to form the official Senate Agenda.
- Verified flawless grammar and consistent style throughout the Senate Journal—the official historical record of Senate floor proceedings—and Governor Mark Dayton's letters to the legislature.

### FREELANCE COPYEDITOR | 2016

- Redeveloped preexisting content on Ace Hardware Park Ridge's redesigned site in preparation for a website relaunch.
- Established and applied uniform style guidelines throughout all online copy.

## EDUCATION

University of St. Thomas | 2012 – 2016

Bachelor of Arts Degrees in **English** and **Spanish Linguistics**

Dean's List 2013 – 2016

GPA: 3.46