

MATTHEW BIRDZELL

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SEO Content
And Voice

Feature
Articles

Content Writer

Imaginative Content and Copywriter with 7+ years of experience in writing. Strong usage of keyword phrasing. Adheres to content needs for each project. Puts unique spins on details to hook audiences in. Provides consistent, high-quality writing for the reader or player base. Specializing in SEO content, website copywriting, feature-length articles, and personable blog posts. Willing to be trained.

HIGHLIGHTS

- ✓ Providing marketing and branding-related support.
- ✓ Contributing to growing a community of gamers and popular culture geeks.
- ✓ Skilled at interacting with people of many backgrounds and personalities while upholding mission statements and values.
- ✓ Build, cultivate, and maintain productive relationships and work cohesively within a team-driven environment.
- ✓ Established effective timelines to finish articles.

CORE COMPETENCIES

Calendar Management
SEO Keywords, Editing & Proofreading
Creative Writing
Pitching
Time Management
WordPress
Tone of Voice

TECHNICAL SKILLS

Microsoft Office Suite, Google Docs, Asana, SharePoint, Citrix, Typing: 50 WPM

PROFESSIONAL EXPERIENCE

DVNC, Tech | October 2020 – March 2021. December 2022 – Current.

FREELANCE CONTENT WRITER AND VIDEO GAME WRITER

Writing in-game NPC characters for Monochrome RPG. Created characters from a mixture of story needs and creative freedom. Collaborated in writing a group of NPC characters, based off existing character briefs. Choosing imaginative details, turn of phrase, alliteration, or sensory details to immerse players.

- Created a non-playable character for Monochrome RPG that the main playable character meets.
- Writing 500+ word long blog posts detailing project developments. Using a tone of voice styled from 1920s radio announcers.
- Writing exact character design documents, ensuring Art and Animation Teams had necessary specs to design.

Love Thy Nerd | 2019-Present.

VOLUNTEER FEATURES ARTICLE WRITER - FREELANCE

Contributed growth to a 4,000+ member popular culture community. Promoted awareness of famous game series. Demonstrated thorough understanding of game stories to create article outlines. Consistently met deadlines with Content Team for writing drafts and editing.

- Critically analyzing video games to explore character motivations and compare them to real-life scenarios.
- Writing feature length articles between 800 and 1,200 words.
- Extracted thematic material from landmark video game franchises.
- Worked with editors for highest level of polish.
- Utilized developer-created images online to enhance article subject matter.

Site Smart Marketing, Remote. | 2019-2021.

FREELANCE COPYWRITER

- Aligned with established writing styles and guidelines for maximum effectiveness.
- Provided marketing support with each chosen assignment, aligned with client needs.
- Wrote 350+ word articles on repair services as well as home remodeling.
- Demonstrated efficiency in SEO writing principles to write detailed website copy.

PERSONAL PROJECTS

FREELANCE FICTION WRITER | 2015 – Current.

Completed my first book - a science fiction novel - in over two years. An 82,000 + word draft. Completed two short branching game stories. Designed an online showcase for freelance writing and video game development work. Maintained a long-term publishing schedule.

- Published updates to personal projects each Tuesday or at start of the month. Wrote informative and personable blogs between 150-800 words each.
- Shared screenshots of narrative flow and my development choices in games written in Twine.
- Finished a pair of video game screenplay samples and explained my writing process using screenshots.

EDUCATION

Bachelor of Science in American and English Literature, Portland State University, Portland, OR, 2018; Cum Laude; GPA 3.70

Associate of Science in Computer Science and Programming, Portland Community College, Hillsboro, OR, 2016

Certifications: Digital Marketing Certification - Google Digital Garage, 2021 | LinkedIn Learning – Writing Articles, 2023. Excel – Tips and Tricks, 2023. Writing a Compelling Blog Post, 2023. Technical Writing Quick Start Guide, 2023

INTERESTS

Sci-Fi / Fantasy novels
Filmmaking
Video games
Volleyball

Gun range shooting
History
The Creative Process
Irreverent humor