

Matthew Killorin

SEO | Copywriting | Strategy | Design | Research | Interview

Email | cottageindustrycontent.com | [Shorelight](#) | [LinkedIn](#)

Work Experience

Cottage Industry Content: Owner, Principal Content Strategist 04/2019–Present

Cottage Industry creates trustworthy, easy-to-understand content and content frameworks for enterprise product and marketing departments. I audit, research, interview, and use analytical tools to uncover qualitative and quantitative data. I use that information to build content-based strategies that meet user needs and business goals. As a consultant, contractor, or contingent worker, my goal is to deliver user-centric content that's clear, ethical, measurable, backed by data, and accelerated by quality frameworks.

Marketing Content Strategy & SEO Consultation

Symprove: SEO and Organic Traffic Improvement Consultant 08/2024–12/2024

- **Actionable market research results:** Conduct an in-depth review of the market (20 competitors), technical and on-page audit of 200+ pieces of content, review keyword performance, and create a technical report card.
- **Orchestrate 4-month campaign:** Build organic search marketing plan with keyword-driven goals to increase pageview, authority, and customer trust in the UK gut health market.
- **Mentor & train:** Teach in-house staff on-page content and SEO optimization best practices. Build Looker Studios report to track and collaboratively strategize.
- **Engineer internal/vendor content workflow for 40 articles in three months:** Create a workflow starting with keyword research and ending with 40 pieces of published, authoritative, and trustworthy content in three months.

Mendix: Freelance Copywriter, Content Writer 08/2020–12/2024

- **SaaS, GenAI, and low-code expert:** Drive conversions with eBooks, customer stories, c-suite interviews, blogs, emails, and social media posts on Generative AI, SaaS, low-code development, cybersecurity, and the independent software vendor economy.

Shorelight: Contracted Copywriter, Content Writer 08/2020–12/2024

- **Shorelight's most prolific and trusted copywriter:** Write more than 80 blogs, interviews, articles, and university and college student-driven content for an international audience.

Other Cottage Industry Content clients: Bezos Academy (2023), Zoe (2021), GMAC (2019–2020)

Product Content Design, Strategy, & Creation

Meta: Contingent Content Strategist

09/2022–09/2024

- **Large-scale, in-depth audits with actionable results:** Score thousands of instances of business and consumer WhatsApp help center content across web, desktop, in-app, and email channels to create measurable customer success opportunities.
- **Style, XML, UX/UI, readability, accessibility, composability:** Iterate and improve the content review workflow to optimize collaboration and discover AI and automation opportunities.
- **Coaching & training:** Train colleagues on interdepartmental, cross-platform workflow; write and deliver performance reports to stakeholders and decision-makers.
- **User-facing content design:** Create multiple pieces of educational content based on product documentation and user research that show WhatsApp users how to complete tasks.

Emergent: Freelance Content Strategy Consultant

12/2023–06/2024

- **SharePoint optimization:** Review 3,000+ pieces of content across a SharePoint intranet ecosystem. Conduct three focus groups and two individual stakeholder interviews. Analyze and act using onsite search, Google Analytics, technical audits, Microsoft 365 tools, and input from IT. Deliver strategic reports to executive-level stakeholders.
- **Better UX with a 40 percent reduction in page count:** Metrics-driven strategy delivers taxonomical, style, governance, and design recommendations that reduce the page bloat by 1,400 pages and improve user trust and experience.

FM Global: Contingent Content Strategist

09/2021–09/2022

- **Build digital transformation strategy for content:** Conceptualize and project manage plan to optimize the form letter and report writing processes and build a useable and governed recommendation library for commercial insurance field engineers.
- **Create workflow to address 60,000 brand assurance errors:** My risk reporting project used interviews, data, business strategy, and competitive examples to build a solution that addressed tens of thousands of quality, access, and tech issues.
- **Create Underwriting optimization to fix 3,000 content and structure errors:** Build plan to create a plain language actionable style that is easy to scale and is accessible.

Walden Local Meat Product Manager 05/2018–05/2019

- Increased inbound organic traffic for the marketing website blog by 60% in 3 months.
- Designed content for Thanksgiving eCommerce workflow for the only point of sale for holiday orders. eCommerce site successfully handled a 90% order increase year-over-year.
- Created and conducted a new user research and usability testing program for Walden, resulting in two new product offerings and revenue streams.

Macmillan Learning Digital Product Manager 02/2013–05/2018

- Manage two redesigns, all front-end development, analytics, and technical SEO of the catalog website, marketing applications, and product-specific microsites.
- Improve responsive design, taxonomy, and accessibility with user testing tools and interviews.
- Manage site redesigns, and migrations, and asset management migrations (MDAM to DAM).

Pearson Education Media Producer 01/2011–02/2013

- Project managed two dozen LMS rebuild initiatives, focusing on accessibility, interactivity, HTML5 integration, and some design.

Metro Newspaper Bureau Chief 06/2007–06/2010

- Manage 4 Boston-based full-time editors and dozens of freelance staff for free daily newspaper, reaching more than 160,000 daily readers.

Education

- Masters WLP Digital Publishing **Emerson College** Boston, Massachusetts **GPA: 3.9**
- Bachelor of Arts **New York University** New York, New York **GPA: 3.5**

Certifications

- **Career Course UX Content Collective** November 2024
- **Product Management with Lean, Agile, and System Design Thinking** Boston University
- **Content Strategy for Professionals 1: Engaging Audiences for Your Organization** Northwestern University
- **Content Strategy for Professionals 2: Expanding Your Content's Impact and Reach** Northwestern University

Skills

Human: Communication, Interdepartmental Collaboration, External Communications, Stakeholder Management, Customer Service Presentations, Interviewing, Mentoring, Coaching

Machine: Google Docs/Sheets/Slides, Screaming Frog, AHrefs, SEMrush, Google Search Console, Figma (Software), SDL Tridion, Canva, Shopify, SharePoint/Office, Salesforce, Adobe Experience Manager, Acrolinx

Skill: Product Lifecycle Management, Accessibility audits, User Experience Writing, Documentation, Web Analytics, Link Building, Search Engine Optimization (SEO), Information Architecture, Content Design, Competition Research, Content Strategy, Keyword Research, Technical Audits, microcopy, taxonomy, Search Engine Ranking, User Documentation, UX writing, Design thinking, SEO Copywriting, Agile SDLC framework, Template Design, content creation, Systems Thinking, Strategy, Product Strategy