

MATTHEW McCREARY

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EXPERIENCE

Web Designer for Zapata (July 2016)

- Built company website on WordPress for the jetpack and jet bike manufacturer and designer, eventually leading to sale of company to Implant Sciences, a Department of Homeland Security technology supplier
- Designed header images, edited feature videos, and created dozens of page templates in under one month for the site's launch

Associate Editor for Scout Media Network (Sept. 2014 – July 2016)

- Oversaw content and strategy for the Bob Pittman-backed digital sports, lifestyle, and entertainment network featuring 300+ sites and 10 million monthly unique users
- Helped lead team of writers, editors, designers, and video producers to create multi-platform coverage on categories including sports, autos, movies and TV, video games, gear, spirits, travel, military news and outdoor pursuits
- Liaised with sales/marketing team to create custom content for clients including Samuel Adams, BF Goodrich, and American Family Insurance
- Collaborated with social media team to increase scope and engagement for both writers and the network
- Contributed to the site as long-form and short-form writer, video producer, animator, on-air talent, and graphic designer in addition to primary role as editor

SKILLS

Edit

- Created and edited sites on Drupal, WordPress, and Tumblr platforms
- Expert with Google Analytics, Slack, and Wochit
- Strong copyeditor and writer under deadline

Design

- 3 years of experience with Adobe Suite, HTML, & CSS
- 2 years of experience with JavaScript and JQuery

EDUCATION

Bachelor of Arts in English from Williams College (June 2014)

- 2014 NCAA Division III Final Runner-Up in Varsity Men's Basketball
- Produced 91.9 WCFM radio show called *Coast to Coast*
- Announced home football games

Publishing Certificate from New York University (July 2014)