

# matt muroya

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## EDUCATION

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**UNIVERSITY OF MINNESOTA**  
Sept. 2012–Dec. 2015

BS Technical Writing & Communication  
Minors: Computer Science, Information Technology

### COURSEWORK

Technical & Professional Writing	Editing, Critique, & Style
Writing with Digital Technologies	Rhetoric, Technology, & the Internet
Project Design & Development	Communication Modes & Methods

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## EXPERIENCE

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**WEB CONTENT  
WRITER / EDITOR**

College of Liberal Arts  
University of Minnesota  
Nov. 2014–Present

- Write, edit, and proof content to engage students, alumni, and partners.
- Manage web content for the college and 20+ academic departments.
- Refine content/metadata SEO to improve search rankings and accessibility.
- Modify information architectures to optimize content organization.
- Train project teams to use Drupal and provide technical support.

**WEB CONTENT INTERN**

Pearson VUE  
Bloomington, MN  
May 2015–Aug. 2015

- Proofed, migrated, and managed content across six regional websites.
- Monitored Google Analytics for 600+ exam/certification program pages.
- Developed user documentation/style guidelines for CMS content entry.

**WEB DESIGN**

**TEACHING ASSISTANT**  
University of Minnesota  
Sept. 2014–Dec. 2014

- Assisted 23 students with HTML, CSS, and web design software.
- Taught website concept, planning, design, and implementation.
- Suggested revisions to improve students' website design and usability.

**COMMUNITY ADVISOR**

Housing & Residential Life  
University of Minnesota  
Aug. 2013–May 2015

- Developed personal and community well-being for 40 first-year residents.
- Planned, organized, and executed community events/activities.
- Set curriculum timeline, led house meetings, and managed budget.

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## GOOD AT...

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### SKILLS

Content development	Audience analysis	HTML5/CSS3
Copywriting/editing	Usability testing	SEO best practices
Technical Writing	Project Management	MS Office/Google apps
CMS administration	Technical Training	Adobe CS6