

Matt Birch

Digital Content Strategist

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EXPERIENCE SUMMARY

Digital Content Strategist with 15+ years of experience building, managing, and optimizing content-led websites. Owns the full web experience—from information architecture and UX writing to CMS workflows, technical SEO, and performance optimization. Brings a product-oriented mindset shaped by scaling a sports media company to millions of monthly readers prior to its acquisition in 2021.

CORE COMPETENCIES

Website Management & CMS: Manage WordPress and content-driven CMS sites, including template customization, content workflows, SEO-friendly information architecture, ongoing updates, and governance to keep sites accurate, scalable, and easy to maintain.

Content-Led Web Experience: Lead website strategy and execution with a focus on clarity, usability, and conversion. Translate business and editorial goals into intuitive site structure, page layouts, UX-focused copy that supports real behavior.

SEO & Content Operations: Implement technical and on-page SEO best practices—semantic HTML, internal linking, metadata strategy, and structured data—to improve discoverability, engagement, and intent alignment across high-content websites.

UX, Performance & Accessibility: Improve Core Web Vitals, accessibility, and mobile usability through thoughtful layout decisions, asset optimization, and cross-device QA.

Technical Web Execution: Hands-on with modern JavaScript and frontend frameworks (React, Next.js, Astro) with a strong HTML5/CSS3 foundation; comfortable supporting backend services and integrations (Node.js, Supabase) to enable content workflows.

Process & Collaboration: Partner with founders, marketers, and designers to scope work, prioritize improvements, and ship reliably. Communicate clearly, document decisions, and keep projects moving through structured workflows and pragmatic problem-solving.

PROFESSIONAL EXPERIENCE

Optimize Web Solutions | Digital Content Strategist | October 2021 - Present

- **Own** content-led **CMS workflows** and governance, including WordPress themes, child themes, and plugins, ensuring accessibility, security, and consistent execution across templates.

- **Translate** business and editorial goals into clear **site structure**, page layouts, and UX-focused copy that supports usability, engagement, and conversion.
- **Implement** measurement plans (**Google Analytics 4, Google Tag Manager**), define KPIs, and iterate on content and UX based on performance signals.
- **Improve** discoverability and page quality via technical and on-page **SEO** (information architecture, metadata, internal linking, structured data).
- **Manage** website updates and enhancements across **WordPress** and modern **JavaScript stacks**, including content changes, design refinements, and performance tuning.
- **Support** delivery of high-performance websites using **modern frameworks** (React, Next.js, Astro) and headless CMS patterns, balancing UX clarity, maintainability, and brand consistency.

The Sports Daily | Founder / Digital Content & Web Strategy | July 2015 - October 2021

- **Founded** and scaled a digital sports media platform from launch to **successful acquisition**, owning content strategy, web experience, and technical execution end-to-end.
- **Built** and grew a high-traffic, content-driven website to **2M+ monthly unique visitors**, emphasizing performance, reliability, and user experience.
- **Drove** data-informed growth through **SEO strategy**, analytics, and reporting—resulting in a 150% increase in organic traffic and a 200% lift in mobile engagement.
- **Led** a site-wide redesign using WordPress and **modern web tooling** to improve UX clarity, navigation, and content presentation.
- **Managed** a distributed team of **25+ writers, developers, and analysts**, aligning editorial goals with site structure and technical direction.
- **Established** editorial workflows, **CMS standards**, and QA checks to maintain content quality and publishing velocity at scale.
- **Guided** the company through a successful **ownership transition**, ensuring operational continuity and a clean handoff of web systems and workflows.

Bleacher Report | Associate Editor | August 2011 - July 2012

- **Curated** and published breaking **sports content** for a top-tier digital sports platform, prioritizing relevance, accuracy, and audience intent.

- **Planned** and executed weekly NFL coverage, **managing content** calendars, priorities, and production deadlines.
- **Wrote** high-performing, **SEO-informed headlines** and framing to support discovery, engagement, and click-through.
- **Collaborated** with editors and contributors to **align coverage** with platform standards and audience trends.

FEATURED PROJECT

ScoreGenius | Sports Analytics Platform (Web + Mobile)

Built and shipped a **cross-platform web experience** (mobile + desktop) focused on clear data presentation, fast navigation, and reliable performance.

Designed and implemented the UI **information architecture** for game previews, stats views, and insights modules; optimized load speed and UX for repeat daily use.

Managed production releases and **distribution** (PWA/TWA + app store listings), incorporating user feedback and basic product analytics to guide iterations.

TECHNICAL SKILLS

Web Platforms and Frontend Architecture: HTML5, CSS3, JavaScript (ES6+), TypeScript, React, Next.js, Astro, WordPress, Tailwind CSS

Development and Tooling: Git and GitHub, npm and yarn, Chrome DevTools, CI/CD, Docker-based workflows

Performance and SEO: Core Web Vitals, Technical SEO, GA4 (Google Analytics), Google Search Console, Lighthouse audits, site performance optimization

Design, UX, and Accessibility: Responsive web design, CSS Grid and Flexbox, UX and interaction design best practices, accessibility standards (WCAG), cross-browser and cross-device QA

Collaboration and Workflow Tools: Project tracking & automation (Asana, Notion, Zapier), Slack & Google Workspace, Microsoft Teams & Zoom, AI workflows (ChatGPT, Claude, Gemini)

EDUCATION

Bachelor of Science, Mass Communications (Print Journalism) | Virginia Commonwealth University | May 2011