Matt Birch

Digital Content Strategist

Burke, VA 22015 | 703-599-3188 | themattbirch@gmail.com | Portfolio | LinkedIn | GitHub

---

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 hands-on content production (writing/editing in CMS), publishing workflows, technical SEO, and performance optimization. Scaled a sports media company to millions of readers before its acquisition in 2021.

CORE COMPETENCIES

Website Management & CMS: Owns WordPress and enterprise CMS platforms (Drupal, Liferay), supporting content production through structured content models, reusable templates, and SEO-friendly information architecture. Directs publishing execution—writing/editing in CMS, formatting, content QA, maintenance, and governance—to keep sites accurate, scalable, and easy to maintain.

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

SEO & Content Operations: Implements 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: Improves 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: Partners with founders, marketers, and designers to scope work and ship reliably. Communicates clearly and keeps projects moving through structured workflows.

PROFESSIONAL EXPERIENCE

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

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

- **Translates** business and editorial goals into clear site structure, page layouts, and **production-ready web copy**—drafting, editing, and refining content to support usability, engagement, and conversion.

- **Writes, edits, and publishes** client-facing website content (landing pages, service pages, rewrites/refreshes) with clean formatting, accurate metadata, internal linking, and content QA within CMS templates.

- **Implements** measurement plans (**Google Analytics 4**, **Google Tag Manager**), defines KPIs, and iterates on content and UX based on performance signals.

- **Improves** discoverability and page quality via technical and on-page **SEO** (information architecture, metadata, internal linking, structured data).

- **Manages** website updates and enhancements across **WordPress** and modern JavaScript stacks, including content changes, design refinements, and performance tuning.

- **Supports** 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 | Digital Content Lead | 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.

- **Wrote, edited, and published** high-velocity sports coverage and evergreen content—packaging stories with SEO-informed headlines, internal linking, and consistent formatting to support discovery and retention.

- **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 coverage, managing **content calendars** and production deadlines.

- **Produced** rapid-turn game coverage and real-time updates—writing, editing, and publishing under tight deadlines while maintaining accuracy, search visibility, and platform standards.

- **Wrote** high-performing, **SEO-informed headlines** and framing to support discovery, engagement, and click-through.

- **Collaborated** with editors and contributors to **align coverage** with audience trends.

TECHNICAL SKILLS

Content Production & Publishing: Publishing workflows, content editing & QA, CMS-based writing and formatting, headline optimization, content rewrites, metadata & internal linking, content migrations & CMS replatforming, editorial calendars & content planning

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

Development and Tooling: Git and GitHub, npm and yarn, Chrome DevTools

Deployment and Delivery: CI/CD, Docker-based workflows

Performance and SEO: Core Web Vitals, Technical SEO, on-page SEO & content optimization, GA4 (Google Analytics), Google Search Console, Lighthouse audits, 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