Matt Birch

Digital Content Strategist (SEO & Content Performance)

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

CORE COMPETENCIES

SEO & Content Operations: Implements technical and on-page SEO best practices—including keyword research, search intent mapping, semantic HTML, internal linking, metadata strategy, structured data, and performance reporting via GA4 and Google Search Console—to improve discoverability, engagement, and intent alignment across high-content websites.

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.

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, frontend frameworks and HTML/CSS; comfortable supporting backend services and integrations to enable content workflows.

Process & Collaboration: Partners cross-functionally to scope work and drive delivery.

PROFESSIONAL EXPERIENCE

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

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

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

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

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

- **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

- **Produced and packaged** high-velocity sports coverage and evergreen content—writing and editing at scale, with SEO-informed headlines, internal linking, and consistent formatting to support discovery and retention.

- **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.

- **Built** and grew a high-traffic, content-driven website to **2M+ monthly unique visitors**, emphasizing performance, reliability, and user experience.

- **Founded** and scaled a digital sports media platform from launch to **successful acquisition**, owning content strategy, web experience, and technical execution end-to-end.

- **Established** editorial workflows, **CMS standards**, and QA checks to uphold content quality.

- **Managed** a distributed team of **25+ writers, developers, and analysts**, aligning editorial goals with site structure and technical direction.

- **Led** a site-wide redesign using WordPress and **modern web tooling** to improve UX clarity, navigation, and content presentation.

- **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

- **Delivered** 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.

- **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.

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

SKILLS & TOOLING

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

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

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 for usability and consistency

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

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