Matthew J. De Reno

205 Kinvara Dr., Pittsburgh, Pennsylvania 15237

[ScratchWriting.com](http://www.ScratchWriting.com) | [matt.dereno@scratchwriting.com](mailto:matt.dereno@scratchwriting.com) | (412) 969–1342

expert storyteller, Community builder, and digital content LEADER

* Experienced creative and technical writer, SEO and content strategist; business owner, author, and community builder; Offers strong background in web development and CMS administration.

professional EXPERIENCE

*SAE International* (Jan. 2022 – Present – Part-time) Warrendale, Pa.

Sr. SEO Content Editor and Strategist

* *Plan the future scope and the implementation of curated pillar pages for SAE by attending strategic meetings, suggesting editorial and process changes, and developing workflow diagrams, maps, and PowerPoint presentations; help additional stakeholders better understand the final outcomes and strategic vision.*
* *Responsible for creating and maintaining digital content for SAE Pillar Pages. Work with and manage expectations of SAE stakeholders and SAE customers. Help identify content ideas to expand and grow organic traffic and keywords for Pillar Pages and SAE digital channels by meeting and working closely with key stakeholders and customers.*
* *Work with the writing team to brainstorm, write or assign stories and posts. Review materials to ensure they meet website quality standards and submit them for web posting.*
* *Work remotely. Participate in key stakeholder meetings as needed.*
  + *Previous work as Web Portal Manager used to illustrate future direction of strategic content development.*

*Philips Health* (March. 2019 – Present – Full-time) Monroeville, Pa.

Sr. Technical Writer – Regulatory Affairs

* Write, manage, and develop technical documentation for new software products and sustaining market efforts in advanced innovations, healthy sleep solutions, enterprise software applications, and patient interface devices; Provide strategic planning for Sleepware G3, DreamMapper, EncoreAnywhere enterprise software documentation efforts; Ensure international documentation, labeling, and standards compliance.
* *Notable: Leading effort to migrate documentation from Robohelp to DITA-based XML architecture model.*

*SAE International* (Aug. 2017 – March 2019) Warrendale, Pa.

Web Portal Manager

* Maintained product web portals on key, emerging technology areas; Leveraged deep understanding of user information consumption to create web information resources recognized as indispensable, go-to destinations for mobility engineers in cybersecurity, autonomous vehicles, and advanced manufacturing technical domains.
* Developed web portal roadmaps; Interviewed stakeholders and customers to identify product requirements; Created design mockups, user stories, and articulated designs into VersionOne;
* Worked closely with UI/UX designers to ensure an excellent user product experience; Worked with engineers to guide feature development; Collaborated with UX manager to perform quantitative analysis on features performance and to identify opportunities for product optimization and innovation.
* Recruited, hired, and managed editorial contractors, bloggers and content contributors; Maintained editorial budget; Created design mockups
* Attended key industry conferences in Silicon Valley, Detroit and attended trade shows including CES 2019 in Las Vegas; Reported and presented product development initiatives to SAE chief product officer and editorial directors.
* *Notable: Redesign of SAE MOBILUS Automated & Connected Knowledge Hub resulted in a number one Google ranking for “Automated Connected News.”*
* *Notable: Redesign of SAE Knowledge Hubs recognized as a “statement of direction” by CIO as a model for best practices designing digital information products.*

*IBM* (Jan. 2011 – Aug. 2017) Pittsburgh, Pa.

IBM Digital Business Services – Product Content Developer

* Developed and delivered professional marketing content for key IBM AI/Machine Learning products by developing new content or re-writing existing content; Helped increased web traffic, customer engagement and digital revenue across the full range of IBM analytic products; Collaborated with distributed team of content writers to retell the entire IBM product story on IBM Marketplace; Improved the user experience while increasing the business value for IBM; Successfully spanned content and design silos to produce informative, engaging product detail web content.
* *Notable: Delivered 50 product detail pages in 5 months – Achievement recognized as most productive and efficient content writer among 20 product content writers distributed across the U.S. and Canada.*

IBM Watson - Information Developer

* Develop and write DITA-based XML technical documentation for AI-powered, IBM Watson; Primary focus was on repository-specific, Java-based connectors for Watson Explorer Engine. Connectors are the programmatic mechanisms that enable Watson Explorer Engine to connect and crawl heterogeneous data repositories, including file shares, databases, or a specific type of CRM, PLC, or CMS repository.
* *Notable: Wrote software development kit (SDK) for software engineers to develop custom connectors for IBM Watson Explorer.*
* *Notable: Developed a Joomla-based customer support portal prototype website intended for search engine application developers, re-sellers and partners.*

*Pittsburgh Dataworks (2015 - 2017)* Pittsburgh, Pa.

Content Marketing Strategist

* Led the content marketing, PR, social media, blogging, and web management efforts for Pittsburgh Dataworks, a non-profit, community outreach organization founded by IBM to promote careers in data science; Managed editorial content calendar; Generated content ideas; Served on advisory committee; Posted relevant updates to all social media accounts.
* *Notable: Led the content marketing efforts of the Pittsburgh Data Jam, a unique, one-of-its-kind annual analytics competition; Created team project pages, team updates, Filmed and edited videos.*
* *Notable: Developed collaborative project website for Pittsburgh Dataworks Advisory Committee members to plan and manage the 2016 Pittsburgh Data Jam.*

*Carnegie Mellon University, Institute for Software* Research (2005 - 2010) Pittsburgh, Pa.

Software Technical Writer

* Documented help manuals and Java-based help systems, department SOPs, user guides, brochures, and quick start guides for a suite of organizational analysis software; Supported conference logistics; Wrote internal and external marketing communications for department head and related adjunct faculty.
* *Notable: Developed organizational analysis model of The Tragedy of Julius Caesar to demonstrate the features of advanced data visualization and analysis software.*

*Pittsburgh Post-Gazette, and others* (1996–2005) Pittsburgh, Pa.

Freelance Journalist

* Wrote articles about municipal meetings and school board meetings; Suggested ideas for local feature stories.
* *Notable: Landed front-page story about Pennsylvania Sunshine Act, stemming from a controversy at a school district in the northern suburbs of Pittsburgh.*

*Alcoa, Inc.* (1999–2000)Pittsburgh, Pa.

Corporate Communications Admin Assistant

* Provided marketing and major event planning support for director of corporate communications, director of public relations, brand identity manager, and other senior and executive-level personnel; Assisted writing news releases and major corporate publications, including annual reports, SEC filings, quarterly earnings reports and stockholder updates.
* *Notable: Managed external publication of daily news briefs on corporate website; Published CEO’s “Tuesday Letter” for global Intranet audience.*

entrepreneurial Experience – scratch writing, inc.

Founded Scratch Writing in 2009; a Pennsylvania sub-chapter S corporation providing copywriting, content marketing and web services; Acquired project work through own marketing initiatives:

*113 Industries* (June 2015–2016)  Pittsburgh, Pa.

Content Strategist, Blogger

* Managed and recommend multi-channel, social media growth strategies; Wrote blog articles about sentiment analysis, marketing, artificial intelligence, machine learning, big data, and product innovation; Evaluated web content and recommended improvements to web content; Posted relevant updates to all social media accounts using Hootsuite Pro.

*Advanced Processes, Inc.* (May 2013–Present, occasional) Ambridge, Pa.

Website Developer, Marketing Content Adviser

* Designed, developed, and deployed a Joomla CMS-based website for an environmental process engineering company; Suggested SEO and content marketing strategies; Managed client webhosting on virtual dedicated server.

*AcrossRoss.com* (2005– Present, occasional)  Pittsburgh, Pa.

Publisher, Managing Editor

* Developed, marketed, and launched a community, hyperlocal news website for Ross Township, Pa. and the Borough of West View, Pa. (pop. approx. 40,000); Recruited bloggers and content contributors.
* *Notable: Attained approx. 50,000+ unique visitors per month (Summer 2014); Achieved individual post reach of 55,000+ (Fall 2016).*
* *Facebook page following of over 5,700.*

*Opiela & Associates, P.C.* (Oct. 2006–Present, occasional) Pittsburgh, Pa.

Website Developer, Marketing Content Adviser

* Designed, developed, and deployed a Joomla CMS website for a private company of attorneys; Suggested SEO and content marketing strategies; Manage webhosting on virtual dedicated server.

*Judge Richard G. Opiela* (Jan. 2006–Present, occasional) Pittsburgh, Pa.

Website Manager, Content Writer

* Produced a hand-coded CSS, XHTML, Javascript-based website for magisterial district judge’s re-election campaign; Created signage; Managed client webhosting on virtual dedicated server.

*Minardi Public Affairs, LLC* (May 2009–Present, occasional) Charleston, W.Va.

Website Developer, PR Consultant, Marketing Communications Writer

* Designed, developed, and managed a Joomla CMS website for energy lobby group; Suggested SEO and social media strategies; Managed client webhosting on virtual dedicated server.

*Historic Brumder Mansion of Milwaukee* (Sept. 2010–2013)Milwaukee, Wis.

Creative Consultant

* Counseled bed & breakfast owner on the development and implementation of creative content ideas to draw more visitors; Supported multimedia productions; Coached and managed freelance writers; Composed video scripts; Assisted in shooting and editing video; Suggested SEO strategies.

*Lawrence D. Brudy & Associates, Inc.* (May 2011–Jan. 2012) Wexford, Pa.

Website Developer, Social Media Adviser

* Designed, developed, and deployed a turnkey Joomla CMS website for a private company of gas, oil and energy.

*The City of Clarksburg, W.Va.* (Oct. 2009–Aug. 2011)Clarksburg, W.Va.

Website Developer, Data Analyst, CMS Trainer

Designed and developed a turnkey Joomla CMS website for a major city government in West Virginia; Interacted with government leaders and senior personnel.

*Joe Minard for State Senate, W.Va.* (June 2010–Aug. 2010)Clarksburg, W.Va.

Webmaster, PR Consultant, Marketing Adviser

* Designed, developed, and deployed a Joomla CMS website; Suggested SEO strategies; Wrote and suggested campaign content.

*UTEC of W.Va.* (May 2009–June 2010) Charleston, W.Va.

Website Developer, Content Writer

* Designed, developed and managed a turnkey Joomla CMS website for a major state energy association; Advised client on matters of Internet and SEO strategy.

*Bayer* (Sept. 2008–Dec. 2008)Moon Township, Pa.

SAP Technical Writer, Instructional Designer, and Trainer

* Successfully wrote and developed SAP training documentation for global payroll system.

*The Web Network* (Aug. 2004–Sept. 2015) Los Angeles, Calif.

Creative Writer

* Penned stories on a wide variety of popular, entertainment-oriented topics.

foundational EXPERIENCE

*Unisource Information Systems (*2004–2006) Pittsburgh, Pa.

**Escrow Agent**

* Served as fiduciary agent in settling commercial and residential real estate transactions; Wrote department SOP procedures.

*North Hills School District* (2004 - 2005) Pittsburgh, Pa.

**Substitute Teacher**

* Served as substitute teacher for junior and senior high school; Worked with learning disabled students.

*FedEx Express* (2000–2004)Moon Township, Pa.

**Global Support Agent**

* Supervised 15-member, highly-specialized, U.S. Government shipping agents; Recommended and implemented department newsletter; Wrote other internal communications.

*Alcoa, Inc.* (1996-2000)Pittsburgh, Pa.

**Advanced Client Service Rep**

* Processed payrolls and provided customer service; Wrote department disaster recovery plan and other department procedures.

Skills & tools

* *Content Marketing, Digital Branding, Public Relations, Social Media Management, VersionOne, Blog Writing, Adobe Photoshop, Adobe InDesign, Squarespace, Joomla, Drupal, WordPress, Hootsuite Pro, Google Analytics, XML, XSLT, Linux, Apache, PHP, MySQL, HTML, CSS, Virtual Dedicated Servers, Plesk, Microsoft Office, SharePoint, Organizational Network Modeling and Analysis, Inbound Marketing, Agile, Kanban, Scrum, UX testing, User storyboarding, SAP*

EDUCATION

*Wheeling Jesuit University* (1990–1994)Wheeling, W.Va.

**BA History with Marketing Minor**

* *Notable: Sports editor of campus paper, Intramural Sports Commissioner, Student Senate Representative.*

*Point Park University* (1999)Pittsburgh, Pa.

**MA-level Coursework in Mass Communication and Journalism**

* *Completed the following master level courses: Magazine Writing, Investigative Reporting, Broadcast Newswriting, Editorials, Writing and Editing in Journalistic Style.*

personal

**Published Author**

* The Midas Protocol: Midas Files Book One, Scratch Writing Press, October 2020

**Former Civic Association President**

* Kinvara Civic Association, Ross Township, Pa., 2014

**Former North Hills Volunteer Youth Basketball Coach**

* Girl’s elementary basketball coach, Ross Township, Pa., 2014-2015.

**Student Senate President, Wheeling Jesuit University**

* President of student senate, 1994.

**Intramural Co-Commissioner, Wheeling Jesuit University**

* Intramural sports program administrator; 1993-1994.