

# Matthew J. Alderton

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www.logolepsy.com

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## EDITORIAL EXPERIENCE

### Logolepsy Custom Content and Communications

#### *Principal (2006-Present)*

- Own, operate and manage a full-service writing, editing, marketing and communications company.
- Plan, write, edit and manage copy—including articles, blog posts, Web pages, press releases and more—for corporate, Internet and media clients across the United States.
- Clients have included: Association Forum of Chicagoland, Business.com, CXO Media, Imagination Publishing, Media Bistro, *MeetingNews* Magazine, Nielsen Business Media, RSM McGladrey, TravelsinTaste.com and the Word of Mouth Marketing Association.

### Word of Mouth Marketing Association

#### *Managing Editor (2006-2007)*

- Directed editorial, marketing, PR and communications efforts.
- Managed a small team of creative employees.
- Wrote, edited and published weekly email newsletters, Web sites, press releases and industry research.
- Managed relationships with reporters and bloggers.

### Imagination Publishing

#### *Associate Publisher (2006)*

- Coordinated small business content and custom media programs for Fortune 500 clients, including Wells Fargo, Lowe's, UPS, MasterCard, Yahoo! and Sam's Club.
- Managed a team of editors, writers and designers for 6+ magazines and their companion Web sites.
- Drove editorial scheduling and planning as key production liaison.

#### *Senior Editor (2005-2006)*

- Wrote, planned, assigned, edited and executed content for Sam's Club's *Source* magazine—published bi-monthly in five versions for 6 million readers—and KeyBank's *FAAdvisor*, a bi-weekly e-newsletter for higher education.
- Managed client relations and new business efforts as a project manager, growing business with Sam's Club by more than 50 percent and with KeyBank by more than 30 percent.

#### *Editorial Assistant (2004)*

- Drove, planned and managed editorial content and design of *Beanies & More*, a monthly consumer magazine for toy collectors.
- Wrote for 20+ licensed magazines, Web sites, books and newsletters.

### Technomic Information Services

#### *Editorial Assistant (2004)*

- Wrote and edited for newsletters, industry guides and custom publishing projects for clients in the foodservice industry.

### Chicago Parent Magazine

#### *Editorial Assistant (2003)*

- Wrote and edited 300- to 3,000-word news, feature and cover stories for monthly, free-circulation parenting magazine.

## EDUCATION

### The Graduate School

#### Northwestern University

- Master of Arts in Creative Writing (2009)
- Focus on Creative Nonfiction

### Medill School of Journalism

#### Northwestern University

- Bachelor of Science in Journalism (2003)
- Focus on Magazine Journalism
- Minor in Gender Studies
- Dean's List: Spring 2002, Fall 2003

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## HONORS & AFFILIATIONS

- Douglas Co. Administrators' Scholarship (2000)
- Robert Hisao Kanai Diversity Scholarship (2000)
- Douglas Co. Metropolitan Mayors and Commissioners Youth Award (2000)
- Society of Professional Journalists
- Chicago Headline Club
- National Lesbian and Gay Journalists Association

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## SPECIAL SKILLS

#### *Editorial Assets*

- Fluent in AP Style • Friend, not foe, to deadlines • Proven versatility across genres and subject matter • Thorough experience in both print and online media • Spanish-language proficiency • Experienced in writing and publishing blogs

#### *Software Knowledge*

- MS Office • QuarkXPress • Adobe Photoshop
- Dreamweaver

#### *Technical Capabilities*

- Able to expertly navigate Windows and Mac platforms
- Basic HTML and textile knowledge • Experienced in search engine optimization • Web 2.0 and social media savvy

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## HOBBIES & INTERESTS

- Avid painter, oenophile, shopper, air guitarist, martini mixer, reader, traveler, indy film critic and cook.