

# MATT JONES

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[Pro-editor.net](http://Pro-editor.net)  
[Editorsedge.blogspot.com](http://Editorsedge.blogspot.com)

## SENIOR WEB CONTENT MANAGER

Demonstrated successful 12-year career in major-brand Web content strategy, development, and publication, with advanced skills in mobile applications

### CAREER HIGHLIGHTS

- Developed websites, portals, mobile apps, blogs, social nets, intranets, e-zines
- Directed goals, strategy, workflow, schedule, budget, acquisition, production
- Managed writing staffs, content providers/vendors, and internal/external clients
- Composed and edited copy for more than 75 websites and magazines
- Established content style, voice and tone, nomenclature, and design standards
- Mastered inventory, site-mapping, migration, audits, reviews, documentation
- Utilized content management systems, assessment tools, and databases
- Researched user-experience metrics, gap analysis, SEO, design, usability, and QA
- Presented Web/print strategies/best practices at industry events and seminars
- Published b2b/c for business, health, home, arts, money, family, food, sports
- Compiled work portfolio, writing samples, and references: go to [Pro-editor.net](http://Pro-editor.net)

### WORK HISTORY

#### [eBay.com](http://eBay.com) / [PayPal.com](http://PayPal.com)

eBay, San Jose, CA, 2007 – Present

Senior Web Content Manager

- Develop mobile app content for iPhone, BlackBerry, Palm client platforms
- Devise e-storefront content for Google advertisers
- Create p2p shopping widget content for Facebook and MySpace users
- Manage global content marketplace adaptations

#### [Plutoz.com](http://Plutoz.com)

NetClearly Media, Oakland, CA, 2006

Chief Content Strategist

- Designed social-shopping website start-up with 35 product channels
- Developed compatible search engine with 50,000+ site directory at launch
- Edited related Web/print shopper magazine, boosting site membership 28%

### [Diablomag.com](#)

DCP Inc., Walnut Creek, CA, 2003 – 2005

Senior Custom Publications Manager

- Developed client websites and magazines for 4 home remodeling businesses
- Produced monthly client e-newsletters for 6 national healthcare organizations
- Managed magazines and books for S.F. Giants and Oakland A's baseball teams

### [SVB.com](#)

Silicon Valley Bank, Santa Clara, CA, 2000 – 2002

Web Business Development Manager

- Created Venturelink client investment sites and sold \$2m in content licenses
- Produced eSource financial tutorial sites and raised subscription revenue 22%
- Developed in-house content team and saved \$350k in content vendor fees

### [Homecraft.com](#)

Craft Internet Inc., San Francisco, CA, 2000

Web Editorial Director

- Launched home décor shopping website /portal start-up with 160k pre-registrants
- Created 12 channels of how-to content and related product marketing copy
- Developed downloadable e-book partner program and raised revenue 12%

### **Better Homes and Gardens**

Meredith Corp., Des Moines, IA, 1995 – 1999

Multimedia Managing Editor

- Developed [BHG.com](#) home décor e-zines and increased online subscriptions 18%
- Managed Creative Home magazine and specials and doubled circulation to 485k
- Produced subscriber book club titles and oversaw 20% boost in club membership

### **CONSULTING ROLES**

Advised and developed content strategy for Web and print client launches:

- Patient healthcare: [Covidien.com](#) (2010)
- Educational games: [SmartyCard.com](#) (2009)
- Kids' networking groups: [Imbee.com](#) (2008)
- Medical product updates: [Stryker.com](#) (2007)
- National/regional community news: [Backfence.com](#) (2006)

### **PUBLISHING AWARDS**

- eBay: Blue Moon award for mobile phone content writing excellence (2010)
- Custom Publishing Council: 4 Pearl awards for Web/print editorial/design (2005)

### **EDUCATION**

MA, English, Seton Hall University, South Orange, NJ