

# Matthew Urwin

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## Education

The Ohio State University  
Bachelor of Arts, Major in English Literature  
Minors in Professional Writing and Comparative Studies

Columbus, Ohio  
May 2020  
Cumulative GPA: 3.94

## Honors & Awards

OSU Honors Program, Fall 2016-Spring 2020

Requirements: Must maintain 3.4 cumulative GPA; graduated with Honors Research Distinction

## Work Experience

### Built In

September 2021-Present

*Staff Reporter (Features), May 2025-Present*

- Wrote more than 80 articles, expanding Built In's library of net-new content
- Researched top-performing pieces on SERP to inform structure and content of articles
- Collaborated with Senior Associate Editor to implement feedback and improve writing
- Interviewed tech professionals and experts, enriching content with industry insights
- Leveraged ChatGPT and Gemini to generate article summaries and FAQs for readability

*Staff Reporter (Updates), May 2022-May 2025*

- Updated at least 60 articles per quarter, delivering relevant website content to readers
- Reviewed competitor pieces and content briefs to determine SEO-focused edits
- Worked with Senior Associate Editor to refine content and ensure high-quality edits
- Applied latest company style rules to establish consistent brand voice across writings
- Took on extra tasks like writing feature articles and presenting on AI and SEO tips

*SEO Writer, September 2021-May 2022*

- Crafted over 800 pieces for over 400 clients, reinforcing expansion into national markets
- Examined company platform and client sites to shape precise content for customers
- Consulted with SEO members to revise and finalize content before uploading to sites
- Studied style guide and content management system to publish on-brand writing
- Volunteered to write additional content, successfully managing multiple projects

### Cox Automotive Group

March 2021-August 2021

*Contract Copywriter II*

- Created over 700 content pieces, supporting the web presence of over 200 dealerships
- Fulfilled 2700-word daily quota to deliver content to clients in a fast-paced environment
- Explored automotive news and dealership websites to design accurate content
- Collaborated with copywriting team and SEO specialists to prepare pieces for publishing
- Reviewed style guides and compliance rules to maintain company and dealership brands

### BKA Content

December 2020-March 2021

*Freelance Content Writer*

- Formulated over 90 guest articles, providing concise written content for 60 clients
- Analyzed client websites and industries to generate customized and conversant content
- Integrated keywords and links into articles, fashioning favorable SEO content for clients
- Adapted writing to fit BKA style guide, upholding company voice, tone, and brand

## Skills

Microsoft 365, Google Workspace, Slack, HTML, Salesforce, Drupal, Airtable, Otter.ai