

# Matthew O. Berger

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## KEY SKILLS

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- Four years as a proofreader/copy editor for major brands, startups, nonprofits and news outlets
- Skilled editor used to quickly and thoroughly editing dozens of stories a day for clarity, accuracy, conciseness and consistency
- Highly attuned sense of voice and audience and quick to adapt to and internalize different brand voices and style guides
- Expert proficiency in AP and Chicago style, Wordpress, Squarespace, Google Drive apps, Office, all major social media
- Specializing in proofreading and editing complex reports, white papers, magazines, booklets and articles
- Keen observer of pain points and objectives, moving quickly from listening to creative briefs to conception to execution
- Strong project management skills, including budgeting, planning timelines, delegating tasks and overseeing collaborators

## RELEVANT EXPERIENCE

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### *Editor/proofreader*

#### **Gyant Health**

Aug. 2018 — Jan. 2019; San Francisco

- Edited and proofread [marketing emails](#), web copy, and [in-app content](#) for the startup ahead of major marketing push
- Caught errors in and fact-checked technical copy, found flaws in design and flow of pages, and was last eyes on all content
- Helped shape brand voice to make it more compassionate and friendly while still authoritative on medical issues
- Turned dry drafts of chabot scripts on medical topics into friendly, engaging, informative two-way conversations

### *Freelance proofreader/copy editor*

#### **Cisco**

Aug. — Dec. 2018

- Proofread [technical reports](#) on the latest business trends, fixing confusing phrasing, math errors and the flow of the copy

#### **Hewlett Packard**

Aug. — Nov. 2018

- Proofread [white papers](#) on adapting to changing business tech for grammatical errors, sentence flow and design issues

#### **Tetra Tech**

May 2017 — Nov. 2018

- Proofread [annual reports and contract proposals](#) and copy edited web content for the consulting giant

#### **Airbnb**

June — Aug. 2018

- Proofread [press releases](#) tied tied to the launch of a 10th anniversary campaign

#### **Druva**

April 2017 — March 2018

- Proofread highly technical [blog posts](#) and copy edited web content to make it more engaging for the cloud-storage company

Older projects in portfolio: [mad-mad.com](http://mad-mad.com)

### *Copy editor/proofreader*

Feb. 2016 — Oct. 2018; San Francisco

#### **San Francisco Chronicle**

- Lead proofreader and editor on [special projects](#), including a [100 Best Restaurants](#) magazine, [design magazine](#), [booklet of winery reviews](#), [magazine of recipes](#) and other projects
- As last eyes on copy for the projects, proofed content and layout and edited copy to maintain consistent voice throughout
- Also proofed pages for the newspaper; copy edited for clarity, conciseness, flow and style; and wrote headlines and captions
- Became an expert in and offered feedback on in-house style guidelines
- Worked with reporters to check facts and improve story structure and reporting, as well as collaborating with photographers, designers, web producers and section editors in a busy newsroom

### *Freelance copywriter*

#### **Airbnb**

June — Aug. 2018

- Brought in to write a series of articles for the company's [10th anniversary campaign](#)
- Also [edited and rewrote press releases](#) tied to the launch and helped manage and track the campaign's progress

#### **Rudolph + Sletten**

Oct. 2017 — Dec. 2018

- Based on interviews with clients and company data, wrote [case studies](#) on recent projects for the contractor's B2B magazine

#### **SL Environmental Law**

Nov. 2016

- Contracted to research and write a 3,000-word, "New Yorker-style [article](#)" about one of the law firm's cases from the perspective of their client in order to showcase their expertise and success for potential future clients

#### **GrowthX**

Sept. — Nov. 2016

- Brainstormed, wrote and edited [blog posts](#) to showcase the company's expertise during their launch of a tech boot camp
- Older projects in portfolio: [mad-mad.com](#)

#### Copywriter

##### Eventbrite

Sept. 2016 — Sept. 2017; San Francisco

- Helped lead expansion and overhaul of blog and other digital content, rewriting content in a new, livelier voice
- Edited and wrote [compelling digital content](#), both new posts and reworking old posts into a new voice and for new audience
- Brainstormed and worked from creative briefs to strategize new story ideas and optimize content for target audiences
- Wrote social media posts to promote marketing content

#### Editor, English Desk

July — Oct. 2015; Washington, DC

##### Agence France-Presse

- Copy edited, proofread, rewrote and translated from French and Spanish on the editing desk of the major global wire service
- Edited dozens of articles and news bulletins a day, ensuring their clarity, thoroughness and adherence to internal style guidelines before sending them out to newspapers around the world

#### Journalist

##### Freelance

Jan. 2015 — ongoing

- Pitch and write feature articles on health and science for [Smithsonian](#) magazine, [Pacific Standard](#), the [Guardian](#) newspaper, [Healthline](#), [Newsweek](#), [Discover](#), [Nautilus](#), and [Cook's Illustrated](#)

##### Bloomberg

Jan. — Aug. 2015; Washington, DC

- Interviewed policymakers, regulatory officers and industry representative to report on environmental issues, mainly water-related, for Bloomberg's [Daily Environment Report](#) on a short-term assignment

##### Grand Junction Daily Sentinel

Jan. — July 2012; Grand Junction, Colo.

- Developed from scratch a new science and environment beat for western Colorado's biggest newspaper on a six-month fellowship, creating and leading award-winning in-depth series and [investigative reporting](#)

##### Inter Press Service

Oct. 2009 — Dec. 2010; Washington, DC

- Brainstormed, researched and wrote four 1000-word [enterprise stories](#) a week on foreign policy, economics, environment and other topics as Washington correspondent for the global wire service focusing on a developing-world audience

#### EDUCATION

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University of California, Berkeley, BA Comparative Literature

2007

#### LANGUAGES, SKILLS, AWARDS and VOLUNTEER WORK

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French — advanced read; intermediate spoken

Expert proficiency in AP and Chicago style, Wordpress, Squarespace, Google Drive apps, Office, all major social media

Fairly proficient in Google Analytics, Illustrator, Photoshop and HTML

Writing tutor, Oregon State University Writing Center, 2014

Writing tutor, City College of San Francisco Learning Assistant Center, 2003

High school English teacher, Lycée La Haie Griselle, Gérardmer, France, 2007-08



