

# Matthew C. Gillick

## Summary

A graduate student with 3+ years of editorial, writing, and publishing experience using digital media and marketing platforms: Pardot, Hubspot, Constant Contact, and WordPress. An accomplished writer with over 50 articles, essays, stories, and interviews featured on independent and nationally recognized mediums covering entrepreneurial, editorial, literary, and medical topics.

## Education

**Emerson College**, Boston, MA

Candidate for MFA in Creative Writing (Fiction), 2021

**Providence College**, Providence, RI

Bachelor of Arts, English (Creative Writing), 2015

**University College Dublin**, Dublin, Ireland

International Study Abroad Program, Spring 2014

## Work Experience

**21 Hats (Advantage Media | Forbes Books)** December 2017-March 2020

*Managing Editor*

- Oversee daily morning newsletter focused on entrepreneurial business news.
- Coordinate with the chief content officer in writing, copyediting, formatting, and publishing newsletter on Pardot (previous experience with Hubspot as well).
- Manage metrics such as open rate (30%), click-through rate (5%), and engage 5,000+ readers in relation to content, technical issues, and sponsored events. Increased daily open rate from 20%.
- Operate the company's mass text messaging service account via Skipio.

**Kairos Society (Inc. Magazine Column)** July 2017-December 2017

*Contributing Writer*

- Highlighted industry problems and the disruptors aiming to solve them through long-form articles, covering topics ranging from serial fiction to augmented reality headsets.
- Interviewed entrepreneurs/startup executives named in Kairos Society's Top 30 Emerging Companies of 2017.
- Used articles to increase exposure for Kairos Society's brand as a startup community.

**Meryl Moss Media Relations/BookTrib.com**, Westport, CT, November 2015-March 2017

*Literary Publicist/Staff Writer*

- Integral team member in promoting *New York Times* bestselling workout book *Spartan Fit!* by securing podcast interviews for Spartan Race founder Joe De Sena.
- Managed promotion of every Spartan race (75+) by corresponding with local media outlets to cover events, markets included New York City and Chicago.
- Conducted media requests and personnel logistics for every Spartan event in U.S.
- Coordinated with media outlets for client appearances with the goal of increasing authors' readership (included Sirius XM and NPR).

- Created the “One Question” interview series on BookTrib.com. Participants include Rion Amilcar Scott, Jennifer Clement, activist iO Tillett Wright, and Yann Martel.
- Managed clients’ social media accounts on a daily basis.

**The Wish Dish**, April 2015-March 2017

*Editor at Large/Contributor*

- Managed content and general direction of personal essay/storytelling platform.
- Delegated responsibilities to the editorial team in keeping the brand consistent by valuing authentic self-expression with a consistent style.
- Flag-ship contributor. Wrote on topics from David Bowie’s death to my mother’s life-threatening brain aneurysm.

**America Magazine**, New York, NY, August 2015-November 2015

*Intern for Advancement Department*

- Edited the magazine’s quarterly press releases.
- Composed material for the magazine’s website.
- Reviewed donor correspondence and followed up on inquiries.

**Pfizer**, New York, NY, Summer 2014

*Summer Intern*

- Contributing writer at Manhattan HQ for the website: Get Healthy, Stay Healthy (GHSB).
- Collaborated with domestic and international business units, medical teams, and third-party partners in executing content strategy.
- Assisted in authoring, editing, and publishing medical articles on topics such as lung disease, healthy traveling, and how to properly use sunblock.
- Helped create downloadable tools for the GHSB website.