


Matthew Harris

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Summary

ABOUT

I believe in the power of community.

ACCOMPLISHMENTS

- Best Sports Column - 2022 Utah Press Association - Group 1
- Best Sports Page - 2022 Utah Press Association - Group 1
- Best Sports Story - 2021 Utah Press Association - Group 1
- Best Sports Story - 2020 Utah Press Association - Group 1
- Best Sports Column - 2020 Utah Press Association - Group 1
- Best Sports Story - 2017-18 USU Student Media

Experience

Web Content Writer

Stroops

Jan 2023 - Present (7 months)

- Formatted and authored the content of every product on the shop page during a remodeling of the company website, which led to higher conversion numbers and improved bounce rate.
- Conducted research and wrote products starter guides and fitness blog posts to improve domain authority.

Contributing Writer

Deseret News

Jul 2022 - Present (1 year 1 month)

- Drove production for the high school sports scoreboard data entry team and live online stats for high school football.
- Published 52 articles online in the first five months, including 10 feature stories.
- Received offer to cover Utah State men's basketball within 3 months with the company and published multiple features.

News/Sports Editor

Sanpete Messenger

Jun 2016 - Present (7 years 2 months)

- Built connections with coaches across the county in football, boys' and girls' basketball, softball, baseball, and boys' and girls' soccer.
- Delivers award-winning coverage of all team sports and conceptualizes in-depth features about community impact in sports, authoring between 4-13 stories per week.

- Became an editor in 2022; edits between 8-22 articles per week.



Escalations Specialist

America First Credit Union

Sep 2018 - Mar 2022 (3 years 7 months)

- As a Tier 2 specialist, advised Member Service Representatives as well as Tier 1 Escalations specialists on complex matters in direct assistance to members' financial needs
- Maintained the highest tier of adherence, attendance, interactions per hour, and hold time through every evaluation period.
- Managed the live chat assistance system in AFCU's Online Banking, where spent most of the time assisting up to four members at the same time, still maintaining top-level service quality.
- Led in cross-selling of additional AFCU products and services on the team every single month and often led the entire department.

Education



Weber State University

Bachelor of Arts - BA, Multimedia Journalism

Aug 2021 - Dec 2022

GPA: 4.0

Summa Cum Laude



Utah State University

Bachelor of Arts - BA, Journalism

Aug 2017 - Dec 2019



Snow College

Associate of Arts - AA, Communication and Media Studies

Aug 2014 - May 2017

Licenses & Certifications



HubSpot Marketing Software - HubSpot Academy



Content Marketing - HubSpot Academy



Inbound Marketing - HubSpot Academy



SEO - HubSpot Academy

Skills

Writing • Fact-checking • Communication • Copywriting • Microsoft Excel • Customer Service • Customer Satisfaction • Digital Media • Editing • Microsoft Office

Honors & Awards

Best Sports Column - Utah Press Association

May 2022

1st Place, Group 1 (<2,000 subscribers)

Column: Sideline View (formerly Full Court Press)

Best Sports Story - Utah Press Association

May 2021

UPA Better Newspaper Contest

1st Place, Group 1 (<2,000 subscribers)

<https://sanpetemessenger.com/slam-dunk-seals-state-title-for-manti/>

Best Column - Utah Press Association

May 2021

Sports Column - Full Court Press

Best Sports Story - Utah Press Association

May 2022

UPA Better Newspaper Contest

1st Place, Group 1 (<2,000 subscribers)

<https://sanpetemessenger.com/brennon-schweikart-ushers-in-a-new-era-of-lady-templar-basketball/>