

LISA CURRAN MATTE

PROFESSIONAL WRITER AND EDITOR

TOP SKILLS

Writing
Editing
Project Management
HTML/CSS
CMS

PORTFOLIO

<https://mattelisa.journoportfolio.com>

CONTACT

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Summary

Natural storyteller adept at crafting engaging content from breezy lifestyle articles and in-depth reports to engaging digital content and attention-grabbing press releases. Quick study skilled at mastering new topics, adapting to in-house style guides and communicating complex ideas in a reader-friendly style. Insightful editor with a proven track record of achieving the highest standards of style and accuracy in a time-sensitive environment. Excellent leadership skills, business acumen and creative talent leveraged to deliver quality content and strategy for digital, social and print media.

Experience

MATTE Ink

Writer, Editor
Current

Keen ability to identify the story within a story, finding unique angles to encourage engagement and achieve identifiable and measurable results. Proven skills include writing and blogging, editing and proofreading, ghost writing, content development, CMS and basic HTML/CSS. Clients, outlets and bylines include Exhale Lifestyle, Google Touring Bird, InterPort Police, Madavor Media, Livingly Media/It's Rosy, The Predictive Index, Watkins PR.

Global Traveler Magazine

Editor in Chief
2003–2015

Launched new-to-market consumer magazine written for international business and luxury travelers and quickly established it as a leader in its niche, successfully competing with legacy publications for readers and advertising dollars.

Established and executed a content strategy to drive cross-platform traffic encompassing print, digital and social media. Led a cross-departmental collaboration to create and implement strategies to drive brand recognition. Initiatives included contests, awards programs and sponsored promotions.

Developed operational procedures to streamline content development while maintaining the highest quality standards for style and accuracy. Recruited and mentored a team of professionals who took pride in their ability to respond as a unit in a dynamic and deadline-driven environment.

Writer for Hire

1992–2003

Contributor/Writer: AAA Journey, American Spa, American Way (American Airlines' in-flight publication), Boston Globe, Boston Herald, Bridal Guide, Coastal Living, Corporate Meetings & Incentives, Hotel & Motel Management, Robb Report, Travel Weekly and other major consumer and trade publications.

Author: City-Smart Boston, a first-generation, full-length guidebook published by Avalon Travel Publishing.

Co-Author: The World's Top Retirement Havens (John Muir Publications) and Fodor's Cape Cod, Nantucket & Martha's Vineyard.

The Enterprise

Reporter

1992–1997

Beat reporter covering local government, schools, police, fire, politics and general interest topics.

Education

University of Virginia, Bachelor of Arts, Rhetoric and Communications