

## Matthew Rainson

Arlington, VA | 801-949-8230 | mrainson@gmail.com | linkedin.com/in/matthew-rainson

### Professional Summary

Strategic content leader with over 15 years of experience translating complex financial, regulatory, and policy information into clear, impactful communications. Recognized for developing investor-grade materials, thought leadership pieces, and multichannel editorial strategies that advance public policy, strengthen brand positioning, and foster stakeholder trust. Certified Usability Analyst with extensive expertise in content strategy, user experience, and data visualization.

### Core Skills

- Content Strategy & Editorial Leadership
- Financial & Policy Communications
- UX Writing & Accessibility (508)
- Knowledge Base & CMS Management
- Regulatory Reporting & White Papers
- Executive Messaging & Stakeholder Engagement
- Data Visualization & Plain Language Translation

### Experience

#### ***Consumer Financial Protection Bureau (CFPB) — Washington, DC***

##### **Senior Policy Analyst**

Jun 2023 – Present

- Principal author of CFPB's flagship Consumer Response Annual Report (80+ pages, 3.4M+ data points), one of the Bureau's top 20 most downloaded publications
- Produced nationally referenced reports on medical debt and cryptocurrency, contributing to financial discussions and public understanding
- Published over 50 enforcement articles annually within one hour of release to ensure timely public access to regulatory updates
- Collaborated with economists, legal professionals, and UX/data visualization teams to deliver ADA-compliant, visually compelling reports

##### **Content Strategist & Communications Specialist**

Jul 2017 – Jun 2023

- Directed CFPB's COVID-19 relief hub, coordinating five teams to deliver more than 30 pages of plain-language guidance under tight deadlines
- Maintained editorial standards across divisions to unify tone and reinforce brand credibility

- Delivered monthly updates for a knowledge base exceeding 500 articles, translating complex policy into accessible English content
- Developed video guides that significantly increased consumer engagement with complaint processes

### **Content Strategist & Information Specialist**

Jul 2016 – Jul 2017

- Served as Product Owner for a CMS redesign, transitioning 500+ articles without service interruption
- Implemented usability best practices, improving navigation and reducing support requests by 50%
- Provided training in editorial workflows and content governance to over 50 staff members

### ***Substance Abuse and Mental Health Services Administration (SAMHSA) — Rockville, MD***

#### **Executive Special Assistant | Presidential Management Fellow**

2013 – 2016

- Created more than 100 consumer-facing materials, speeches, and campaigns, including White House-backed initiatives on mental health
- Led ACA behavioral health communications, aligning key stakeholders during major reforms
- Redesigned SAMHSA.gov to centralize resources for millions seeking mental health support
- Co-directed a digital initiative awarded first prize by the Surgeon General in an innovation challenge

### ***eBay Inc.***

#### **Web Content Strategist**

2001 – 2008

- Developed support content for over 130 product rollouts spanning eBay, PayPal, and Half.com
- Managed a repository of 5,000+ responses to ensure consistency across global operations

### **Education**

- MPH — University of Michigan
- MBA — University of Phoenix
- BA, Psychology — Kalamazoo College

### **Certifications & Training**

- Certified Usability Analyst — Human Factors International
- ABA Foundational Compliance School
- Harvard Extension — Data Visualization
- Congressional Operations & Appropriations Law