

# Matthew Arrojas

Reporter/Writer

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## EXPERIENCE

### BestColleges, Remote— *Reporter/Writer II*

October 2021 - PRESENT

- Cover breaking news of higher education topics, with a focus on policy and regulatory changes.
- Write longform investigative pieces.
- Optimize evergreen articles and resource pages for search engines.
- Lead editorial projects, including the Student Voting Guide.
- Contribute to our revenue-generating pages, including writing copy for our college ranking pages.
- Edit colleague's articles when our managing editor is unavailable.
- Track metrics like backlinks, media mentions, and sessions.

### South Florida Business Journal, Miami — *Reporter*

May 2019 - September 2021

- Reported on breaking news stories along hospitality, retail and restaurant beats, all through a business lens.
- Composed in-depth cover stories on a monthly or bi-monthly basis.
- Wrote executive profiles on local business leaders.

### WUFT News, Gainesville — *Digital intern*

January 2019 - May 2019

- Promoted the newsroom's digital stories on social media platforms like Twitter, Facebook and Instagram.
- Edited student-reported stories, oftentimes working side-by-side to improve the articles.
- Covered the Florida legislative session with a focus on higher education policy.

## EDUCATION

### University of Florida, Gainesville— *Journalism*

August 2015 - May 2019

- Outside concentration in history.

## AWARDS

Florida Press Club Awards  
2020, Finalist in Business  
News, Class C category

Florida Press Club Awards  
2020, Finalist in Travel and  
Tourism, Class C category

SPJ Florida Sunshine State  
Awards 2021, Finalist in Beat  
Reporting - Food & Travel  
category

## SKILLS

CMS platforms, including  
WordPress

Social media promotion

Search engine optimization  
(SEO) tools, including Semrush  
and Ahrefs

Generative AI, including  
ChatGPT Enterprise

Board games

Humor

## LANGUAGES

English

Spanish (conversational)