

## Matthew Margolin

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### Professional Experience

#### Consultant

2006–Present

Oakland, California

Ongoing work on editorial and Web projects, including:

- Consulting Web editor, Pluck Media, Austin, TX, a Demand Media social-media software company.
- Contributing writer, *California* magazine, the UC Berkeley Alumni Association's magazine.
- Freelance copy editor, *Hooked on Hiking: Northern California: 50 Hiking Adventures* (Chronicle Books).
- Contract Web editor, Gracenote, Emeryville, CA, a Sony digital-music company.
- Content consultant, Walmart.com, Brisbane, CA, the world's largest retailer's website.

#### Content Manager

2003–2005

eBay

San Jose, California

Created user-centered content for eBay products and worked with cross-functional teams to determine best practices for the site. Helped to define eBay's content strategy to support business goals.

#### Marketing Communications Manager

2002–2003

Sentius Software

Palo Alto, California

Responsible for all forms of corporate communication. Edited W3C white papers co-authored by Semantic Web and industry experts. Managed redesign of corporate website.

#### Executive Editor

1999–2002

Angry Coffee

San Francisco, California

Led all editorial initiatives at AngryCoffee.com, an online digital-music company. Helped initiate, develop, and manage a variety of online projects. Hired, edited, and managed editors and writers.

#### Creative Supervisor

1997–1998

Martin Williams

Minneapolis, Minneapolis

Hired and managed creative talent for Web department at award-winning advertising agency.

#### Senior Editor

1995–1997

Wired Digital

San Francisco, California

Developed and managed programming channels for the world's first commercial website. Helped launch and edit Webmonkey.

#### Reporter

1992–1995

Associated Press

San Francisco, California

Covered NCAA Division I basketball and football for the Associated Press Bay Area Sports Bureau.

### Organizations

- Society of Professional Journalists, Silicon Valley Chapter.
- Committee of Concerned Journalists, charter signatory.

### Teaching Experience

#### Guest Lecturer

2002

UC Extension

San Francisco, California

Instructed UC Extension's Web-building classes covering the fundamentals of designing websites using W3C standards.

#### Advisor and Teacher

1995–1999

Humboldt Institute of Technology Studies

Humboldt, California

Taught and advised for volunteer organization incorporated into the curriculum of the Southern Humboldt Unified School District.

### Education

- Nonresidential Fellowship, Stanford Center for Internet and Society, Stanford University, 2006.
- Bachelors of Arts degree in English, University of California, Berkeley.

### Skills

- Fluency in the *AP Stylebook*, the *Chicago Manual of Style*, and W3C standards.
- Expert at HTML, DHTML, CSS, Javascript, SEO, social-media tools, and content-management software.
- Proficient in digital-audio processing, Photoshop, Microsoft Office, Apple iWork, and iLife.

References are available on request.