Liam Mathews

Writer & Editor

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EDITORIAL AND CONTENT STRATEGY

- Maintained **editorial calendars for websites with 10M+ monthly readers**
- Developed flexible and responsive **content strategies** for legacy and startup brands
- Used audience insights, SEO techniques, and social media strategies to help **grow section pageviews** over 100% year over year (TV Guide) and from 0 (The Messenger)
- Written **5,000+ stories, including reviews, guides, and features,** over 10+ years
- Wrote and edited a **daily newsletter** reaching over 100k subscribers
- Ideated and produced **video projects**:
  - on-camera personality
  - junket interviews and social media breakouts
  - won a Telly Award for a *Game of Thrones* explainer show
- **Hosted and produced** a weekly podcast

LEADERSHIP AND COLLABORATION

- Served as deputy editor to team of 5 writers
  - **Managed staff and freelance writers**
  - Led editorial meetings
  - Edited stories, approved pitches, and **shepherded writers from ideation to finished copy**
- Upheld **editorial standards** (fact-checking, copy-editing, voice & tone) and managed long- and short-term goals for writers while maintaining a fast-paced, high-volume daily output
- Collaborated across teams (Social, Audience Development, Video) to **drive site growth**

ABOUT

10 years experience in entertainment journalism. 2 years experience in leadership roles.

SELECT WORK EXPERIENCE

Deputy TV/Evergreen Editor
The Messenger
April 2023 - January 2024

Reviews & Recommendations Editor
TV Guide
November 2021 - January 2023

Associate Editor
TV Guide
November 2015 - November 2020

Freelance Journalist
Contributed to *Entertainment Weekly*, *Esquire*, Netflix's Tudum, Vox's Polygon, etc.

SOFTWARE

Productivity
Asana | GSuite | MS Office | Jira | WordPress

Analytics
Chartbeat | Google Analytics | Omniture

EDUCATION

The New School
BA | Journalism