

# MATT FORD.



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## SUMMARY

- Use storytelling, emerging technology and social platforms to increase communal literacy
- Expand digital copywriting and archiving skills to pursue graduate study in information science and grow publishing company

## EDUCATION

|   |                  |             |
|---|------------------|-------------|
| VASSAR COLLEGE  | Poughkeepsie, NY | 2013 – 2017 |
| <i>Bachelor of Arts, Cultural Anthropology<br/>Minors, Africana Studies &amp; Educational Studies<br/>Ellen Rudnick '72 Student Entrepreneur Fellow</i> |                  |             |
| MOREHOUSE COLLEGE   | Atlanta, GA      | 2016 – 2017 |
| <i>Exchange Student, African-American Studies</i>   |                  |             |
| NORTHWESTERN UNIVERSITY   | Evanston, IL     | 2012        |
| <i>Medill-Northwestern Journalism Institute</i>   |                  |             |

## RELEVANT EXPERIENCE

|  |   |             |             |
|--|---|-------------|-------------|
| FOUNDER  | <i>5D Publishing Works</i>              | Remote      | 2017 – Now  |
| <ul style="list-style-type: none"><li>• Offer writing and editing services for articles, blogs, training books and manuscripts</li><li>• Coach new authors through book-writing process; Ghostwrite stories for non-writers</li></ul>  |   |             |             |
| PROGRAMMING STRATEGIST   | <i>Spelman Museum of Fine Art</i>       | Atlanta, GA | 2017        |
| <ul style="list-style-type: none"><li>• Devised community involvement in podcast incorporating local guests and production workshops; Strategized Instagram video promotion and placement of podcast on website</li><li>• Identified 32 Spelman courses and organizations to engage in studio art programming</li><li>• Outlined video advertising campaign and archiving strategy for future staff and students</li></ul> |   |             |             |
| DIGITAL ARCHIVIST  | <i>Morehouse Safe Space</i>             | Atlanta, GA | 2016 – 2017 |
| <ul style="list-style-type: none"><li>• Co-managed photo shoots and circulated flyers, social media graphics and website posts</li><li>• Produced and edited podcast exploring black queer media portrayal and sexual politics</li><li>• Revamped website with milestones, LGBTQ campus history and footage of past events</li></ul>   |   |             |             |
| PUBLIC RELATIONS INTERN  | <i>Detroit Creative Corridor Center</i> | Detroit, MI | 2013        |
| <ul style="list-style-type: none"><li>• Composed web copy and news blurbs, compiled 50 testimonials, wrote 4 artist profiles and curated news blog content promoting Detroit Design Festival of 15K+ attendees</li><li>• Wrote web, press and radio copy to recruit entrepreneur-in-residence program mentors</li></ul>  |   |             |             |
| JOURNALISM INTERN  | <i>Poetry, Pages &amp; Scribes</i>      | Detroit, MI | 2011        |
| <ul style="list-style-type: none"><li>• Authored 6 artist profiles; Produced Facebook posts and program copy for annual gala</li></ul>   |   |             |             |

## SELECTED PUBLICATIONS

|                                      |                                       |             |
|--------------------------------------|---------------------------------------|-------------|
| <i>Profile Writer</i>                | GENTS MAG: THE GENTLEMAN'S FOUNDATION | 2017        |
| <i>Contributor</i>                   | HUFFPOST                              | 2012, 2016  |
| <i>Guest Contributor</i>             | WALL STREET JOURNAL—CLASSROOM EDITION | 2013        |
| <i>Founder &amp; Editor-in-chief</i> | HORSEPOWER MAGAZINE                   | 2012 – 2013 |

## INFORMATION MANAGEMENT + DESIGN SKILLS

|            |           |             |           |            |                 |
|------------|-----------|-------------|-----------|------------|-----------------|
| SYSTEM     | ADMIN     | WEB         | GRAPHIC   | AUDIO      | VIDEO           |
| OS X       | MS Office | WordPress   | InDesign  | Audacity   | Final Cut Pro X |
| Windows 10 | G Suite   | Squarespace | Photoshop | GarageBand | Premiere        |