



Paul M. Davis

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Profile

Digital storyteller with 10 years of experience writing compelling SEO content and code for news publications, non-profit organizations, and data-driven companies.

Experience

FREELANCE WRITER; AUSTIN, TX – 2009-PRESENT

Notable clients include:

- **Blogger and content strategist, Pivotal Software - 2012-2016**
Wrote, edited, and advised on content strategy for Pivotal Software, with a focus on the company's data science and cloud platform services and products. During this time, the blog received over a million pageviews per year, and accounted for \$7.5 million of income from blog-influenced sales leads. Created HTML5 microsites for the company's Data Science Labs, Pivotal Labs, and Pivotal Tracker products.
- **Researcher, Code for America, 2013**
Performed deep research into the qualitative and quantitative impacts of Code for America's various programs. Deliverables included a research document, app impact spreadsheet, and Google Fusion Tables maps.
- **Science and Technology Editor, Shareable Magazine, 2009-2013**
Managed editorial strategy for the non-profit web magazine, with a focus on its science and technology verticals. Assigned, edited, and produced features, in addition to writing longform articles and advising on the publication's long-term strategy, design, and content management system decisions. While at Shareable, the site's traffic increased by 80%.

My articles and essays also appeared in a number of publications, including *the Guardian*, *GOOD*, *Utne Reader*, the *AV Club*, and the *SF Weekly*.

WEB CONTENT MANAGER/STRATEGIST, SCHOOL OF THE ART INSTITUTE OF CHICAGO; CHICAGO, IL – 2008-2010

Managed web content and digital assets for the School of the Art Institute of Chicago, advised on digital communications strategy, worked with students and faculty to craft their

digital communications, and built Wordpress and Drupal microsites for selected departments and exhibitions.

WEB CONTENT MANAGER/TOUR PUBLICIST, BLOODSHOT RECORDS; CHICAGO, IL – 2006-2008

Worked with 25 active bands, management, and venues to support and promote their regional tours. Managed the record label's web content and assets, tour and publicity databases, and advised on its digital communications and promotions.

Education

University of California, Santa Cruz – English Literature, 2001

Skills

Editorial: Researching, interviewing, and performing editorial duties in a fast-paced publishing environment.

Languages: HTML5, CSS3, Javascript, PHP, Ruby, Markdown, ePub

Apps and Frameworks: Wordpress, Drupal, Github, Bootstrap, ZURB Foundation, Google Fusion Tables, Pandoc, Mapbox, Mapsheet.js, Leaflet.js, Tabletop.js, Recline.js, Sheetsee.js

Additional Skills: Project management; audio recording, editing and production; podcasting; eBook production and distribution.