

LISA CURRAN MATTE

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OVERVIEW

- Results-oriented, quality-driven communications professional with leadership experience including 12 years at the helm of one of the publishing industry's leading magazines written for executive business travelers
- Successful relationship builder, responsible for recruiting award-winning writers and editors
- Strong management experience including leading an editorial staff, digital staff, social media staff, and a roster of 30-plus contributing writers from around the world
- Strategic thinker always on the lookout for creative ways to expand brand awareness and to maintain a leading edge over competitors
- Highly effective communicator, adept at facilitating productive inter-departmental interaction to achieve common goals and initiatives
- Independent, self-driven, goal-oriented

EXPERIENCE

Writer/Editor (Current)

- Experienced writer adept at crafting engaging content ranging from breezy lifestyle articles and in-depth reports to creative social media campaigns and on-point sales collateral
- Enthusiastic researcher and quick study skilled at mastering new topics and communicating complex ideas in reader-friendly style
- Eagle-eyed editor focused on achieving the highest standards of style and accuracy
- Clients, outlets, and bylines include Exhale Lifestyle, Google Touring Bird, InterPort Police, Madavor Media, Livingly Media/It's Rosy, The Predictive Index

Editor in Chief, Global Traveler, 2003-2015

- Founding editor, Global Traveler magazine, responsible for original design and editorial direction, in addition to regular style and content redesigns
- Key member of a three-person executive management team comprised of the publisher, editor in chief, and director of sales and marketing
- Provided vision and set goals with the publisher and director of sales and marketing to achieve long-range plans encompassing branding, growth, and new initiatives
- Creative thinker, able to identify topics of interest a target demographic, with an eye for finding the story within a story

- Developed and managed initiatives to ensure quality of outbound digital content and to maximize growth of inbound traffic via established media platforms
- Monitored data-driven analytics platforms to evaluate and improve digital and social media outreach
- Maintained consistent communications with members of a reader advisory board, a consortium of executive business travelers who represented the interests of the publication's readership

Author/Freelance Writer, 1985–2003

- **Books:** City•Smart Boston (Avalon Travel Publishing), The World's Top Retirement Havens (John Muir Publications), Fodor's Cape Cod, Nantucket & Martha's Vineyard, 22nd Edition, The New England Travel Guide (Michael Patrick Tourism Communications)
- **Magazines and Newspapers:** AAA Journey, American Spa, American Way, Boston Globe, Boston Herald, Boston Parents' Paper, Bridal Guide, Business Traveler, Cape Cod Travel Guide, Coastal Living, Colorado Parent, Corporate Meetings & Incentives, Dallas Family, Honeymoon, Hotel & Motel Management, Houston Family, Outbound Traveler, Patriot Ledger, Portland Press-Herald, Recommend, Robb Report and Skylights among others

Columnist, Boston Herald, 1998-2001

- Wrote a bi-weekly column about family travel including regional, national, and international destinations

Reporter, The Enterprise, 1992-1998

- Covered local government and community issues

SKILLS

Writing • Editing • Copy Editing • Content Development • Team Management • CMS
Ghostwriting • Basic HTML/CSS • AP Style

EDUCATION

- UNIVERSITY OF VIRGINIA, Charlottesville, VA
 - Bachelor of Arts, Rhetoric and Communications