

# MATTHEW MELTZER

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## JOURNALISM EXPERIENCE

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**February 2007 – Present**

***Miamibeach411.com, Miami, FL***

**Staff Writer**

- Writing articles for a Miami-centric travel site that has over 400,000 unique visitors every month
- Wrote extensive “Guide to Spring Break in Miami,” which had 2 articles linked by Gridskipper.com and has had over 200,000 unique visitors. #1 Google result for “Sex on Spring Break.”
- Provided an extensive guide to Miami strip clubs and topless bars that ranks only behind citysearch.com in Google results for “Miami Strip Clubs” and has had 80,000 unique visitors as of September 2008. Research was fully expensed.
- Developed a 10-part “Miami Relocation Guide” which has had over 50,000 unique visitors
- Wrote and did extensive research for fifteen summaries of Miami true-crimes, which are, according to an 8-page ad in “Rolling Stone,” favorites of Miami’s favorite fictitious serial killer, “Dexter.”
- Critiqued different Miami-related movies. These are not nearly as popular as the stories about spring break sex and strip clubs

## WRITING EXPERIENCE

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**November 2005 - July 2007**

***“White Dade”***

***www.whitedade.blogspot.com***

- Mildly controversial blog focused on the unique experience of being an Anglo in Dade County
- At its height blog had roughly 2000 visitors a day
- Articles led to radio appearances in Canada and on Sirius Satellite Radio

**May 2003 – October 2006**

***Anabolic Labs, Lake Forest, CA***

**Nutritional Educator**

- Worked as a nutritional and sales trainer for large dietary supplement manufacturer, producing informational training manuals and scientific analyses for several product lines
- Wrote press releases for each new product the company introduced and distributed them to appropriate publications
- Created an informational newsletter based on my research to provide to clients for distribution at the point of sale
- Developed advertisements and label copy for all new products the company introduced as well as updating several existing ones
- Reviewed and researched various published studies on dietary supplements then presented the information to customers in an easy-to-understand format

## EDUCATION

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**August 2007 – Present**

***University of Florida – Pursuing Master of Science in Journalism***

***Gainesville, FL***

**1998-2002 University of Miami**

***Bachelors of Business Administration***

***Coral Gables, FL***