

MATT MILIOS

Digital and Editorial Strategy Executive | Communications & Narrative Leader

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EXECUTIVE PROFILE

Strategic communications and editorial leader with deep experience building content and creative systems that translate complex ideas into compelling, human-centered narratives. I lead multidisciplinary teams to develop unified brand voice and storytelling across digital, editorial, and multimedia platforms, aligning organizational priorities into clear, consistent narratives that engage global audiences. My work focuses on bringing structure and clarity to complex subject matter including science, policy, and global impact — and ensuring that content, creative, and digital strategy work together to deliver meaningful reach and measurable results.

CORE LEADERSHIP COMPETENCIES

- Narrative & editorial strategy
- Brand voice & content systems
- Creative direction & design collaboration
- Integrated content & channel strategy
- Cross-functional collaboration
- Digital strategy & audience intelligence
- Data-driven content optimization
- Complex topic translation

PROFESSIONAL EXPERIENCE

The Pew Charitable Trusts

Vice President, Digital and Editorial Communications | Washington, D.C. | 2023–2026

Lead a 40+ person team across editorial, multimedia, design, digital strategy, and project management. Responsible for strengthening institutional voice, modernizing content systems, and delivering mission-driven storytelling across a global portfolio.

- Unified 40+ and program areas under a cohesive editorial and narrative framework, translating complex policy and scientific work into clear, audience-centered stories.
- Defined and strengthened institutional voice across digital, editorial, and multimedia channels, ensuring consistency and clarity across high-visibility content.
- Led the shift to a proactive, cross-platform content strategy, aligning editorial, digital, and campaign storytelling into a unified system that increased audience connection.
- Directed the redesign of Pew's website, introducing a modular, topic-first structure that improved content discoverability and strengthened user experience.
- Built and operationalized enterprise content systems, including editorial pods, a unified content calendar, and repeatable workflows that improved speed, quality, and cross-team coordination.

- Transformed Pew’s podcast into a serialized storytelling platform tied to major narrative arcs, increasing streams from 1.3K to 12K+ and strengthening cross-channel storytelling.
- Guided adoption of AI tools within editorial and creative workflows, improving content production efficiency while maintaining quality, voice, and editorial integrity.
- Fostered an inclusive team culture rooted in mentoring, shared learning, and professional development for a global workforce.

Cause for Content Consulting

Founder and Head of Creative Strategy | Seattle, WA | 2021–Present

Advise mission-driven organizations on narrative strategy, editorial voice, and content systems that connect complex work to compelling storytelling across digital and multimedia platforms.

- Partner with executive teams to define narrative frameworks, align content across channels, and strengthen audience engagement strategies.
- Design and implement content systems, editorial strategies, and creative approaches for organizations navigating growth, transformation, or increased visibility.
- Lead development of cross-platform storytelling initiatives spanning video, digital, and social content across climate, conservation, education, and social impact sectors.

Selected Work:

- The Climate Pledge / TED — Developed executive-focused video series viewed by 5M+ global leaders.
- Microsoft — Directed immersive storytelling experience raising \$1M+ for conservation efforts.

Vulcan Productions

Creative Director, Emerging Media | Director of Digital | Seattle, WA | 2014–2021

Led global digital, video, and immersive storytelling for Paul Allen’s mission-driven media company, managing multidisciplinary teams across North America, Europe, Africa, the Middle East, and Asia.

- Built Vulcan’s first in-house video and digital storytelling teams and launched a new brand experience that increased digital engagement by 60 percent year over year.
- Executive produced “Hunger Ward,” a short documentary filmed in conflict-zone hospitals in Yemen that received an Oscar nomination in 2021.
- Directed campaigns that raised more than \$2 million for conservation, supported policy change, and increased civic participation in target communities.
- Led production and creative operations for The Holodome - a \$20 million immersive media initiative - overseeing budgets, external production partners, vendor negotiations and delivery across complex emerging-media productions.

- Co-founded the Impact Reality Summit, connecting XR creators with funders and nonprofit leaders, resulting in more than \$15 million in commissioned work and influencing the creation of Unity's "Unity for Humanity" initiative.

Microsoft – MSN News

Lead Multimedia Producer | Bellevue WA | 2012-2014

Built a global multimedia department for Microsoft's international online news startup.

- Led global content operations and designed a flexible CMS and publishing workflow capable of supporting 24/7 output across regions.
- Developed a real-time video storytelling strategy tied to social listening and audience data, generating more than 23 million views per month.
- Increased engagement from 1 to 3.3 videos per session through rapid-turn multimedia production.
- Managed a distributed team of producers and editors working across time zones.

NBC News Digital / MSNBC.com

Supervising Multimedia Producer | Redmond, WA and New York, NY | 2007–2012

Led West Coast video operations for the world's number one online news publication. Managed editorial development, production workflows, and original series creation across a fast-paced, global news environment.

- Created and produced 13 original video series, growing total streams to more than 2 million per month and securing over \$10 million in sponsorship revenue.
- Designed a local affiliate video syndication model that expanded monthly traffic by more than 15 million views.
- Rebuilt CMS workflows and automated key publishing tools, increasing productivity by more than 30 percent annually for three consecutive years.
- Mentored a high-performing editorial team and built a collaborative culture that rewarded experimentation and editorial rigor.

EDUCATION

M.A., Journalism/Photojournalism – University of Missouri

B.S., Mass Communications – University of Colorado

HONORS AND AWARDS

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| - Oscar Nomination: "Hunger Ward" – 2021 | - Shorty Award: Ghost Fleet VR - 2018 |
| - Webby Award: "We The Economy" – 2015 | - TIME Magazine Person of the Year – 2006 |