

Matthew Guay

Editorial Leader & Technical Storyteller

Bangkok, Thailand | [LinkedIn](#) | [Reproof](#)

Editorial leader and software builder with 15+ years helping people understand emerging technology. Built editorial programs at Zapier (30x readership growth) and Capiche, and now consults on product narrative for AI and developer tool companies.

EXPERIENCE

Contributing Writer Jun 2024 — Present
Wirecutter (The New York Times) *Remote*
Research and write long-form guides on productivity and AI software for Wirecutter's editorial standards. Focus on dictation, transcription tools, and AI-powered applications.

Co-Founder Sep 2022 — Present
Pith & Pip | SaaS Content Consulting & Production *Remote*
Editorial consultancy helping SaaS, AI, and developer tool companies build trust and drive adoption through research-driven narrative strategies. Partnered with Buttondown, ScreenCloud, AssistivLabs, Cord, and others to develop positioning and editorial strategies.

Co-Founder Oct 2021 — Present
Reproof *Remote*
Built and shipped a writing platform with AI-assisted proofreading inspired by professional editorial workflows. Led product strategy, customer research, positioning, and AI-assisted development.

Founding Editor Jan 2021 — Oct 2021
Racket.com
Built the initial launch marketing and customer onboarding for Racket's first 17k+ signups, to start building the easiest way to get your voice online with up-to-9-minute audio clips solo or in groups.

Founding Editor Jun 2019 — Oct 2021
Capiche & Racket (acquired by Vendr) *Remote*
Built the editorial and community function for Capiche from launch through acquisition, scaling from 2k+ pre-launch waitlist to 21k+ users and 800k+ pageviews. Directed editorial and community across three product pivots including Capiche FM (live podcast platform) and Racket (short-form audio platform).

Senior Editor and Writer Aug 2014 — May 2019
Zapier *Remote*
Directed new content efforts and scaled Zapier's early readership 30x from sub-100k to 2.5m+ monthly views over five years. Authored 8 eBooks, built editorial review programs, created 'Fastest Growing Apps' data-driven series, and contributed 22 of Zapier's top-50 blog posts. Owned API documentation and UX copy for Zapier Platform UI.

Software Training Editor, TutsPlus.com May 2011 — Jul 2014
Envato *Remote*
Directed editorial teams for Envato's Mac and Web AppStorm sites and software training content for TutsPlus with a team of freelance writers. Oversaw content production across multiple software training verticals.

Flow tech support May 2011 — Aug 2012
MetaLab
Built Flow's original software documentation and customer support workflow, while supporting Flow's customers.

Tech Writer and Support Guru Apr 2011 — Nov 2011
CoSupport

Writer Feb 2010 — Nov 2010
howtogeek.com

Tech Writer Jul 2009 — Feb 2010
Digital Inspiration

Early Writing & Documentation Jul 2009 — May 2011
MetaLab, CoSupport, How-to Geek, Digital Inspiration, Techinch *Remote*
Early writing and documentation work focused on emerging web and collaboration apps. Extensive writing through Techinch.com blog with bylines in The Next Web, Ahrefs, Every, and others.

EDUCATION

Florida Institute of Technology Sep 2007 — Jun 2011
Bachelors of Science in Computer Information Systems

PROJECTS

Let.ter

Let.ter is a new approach to email, one that lets you focus on your message without the distractions of your email inbox. No notifications, no inbox zero to achieve, no folders and tags and complexities. Just you and your email.

SKILLS

Product Development · Design · Sourcing · Software as a Service (SaaS) · Startup Development · Start-ups · Marketing · Web Development · OS X · SEO · Web Applications · User Experience · Mac · PHP · HTML · HTML 5 · Web Design · CSS · WordPress · Photoshop · jQuery · Creative Direction · CMS · Copywriting · Editing · HTML5 · Content Management Systems (CMS) · Editorial Leadership · Technical Writing · Product Positioning · AI · Developer Tools · Content Strategy · Product Management · Customer Research · Data Journalism · API Documentation · Product Copy · Community Building · Founding · Email · Automation · Collaboration Software · Productivity Tools · Writing Platforms