

ACE E. MACNEILL

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Marketing and communications professional with over five years of experience specializing in automotive content. Experience in B2B/B2C communications, SEO targeting, and AI integration to produce engaging copy.

EXPERIENCE

DEALER.COM (COX AUTOMOTIVE, Inc.) BURLINGTON, VT (Remote Work) 03/2021 – Present

AUTOMOTIVE COPYWRITER/EDITOR

- Create compelling copy that drives traffic to landing pages.
- Research trends and specifications for various automotive brands.
- Manage project communications with SEO Analysis, content creative managers, and copywriters.
- Meets and exceeds the daily quota for content creation, delivering 3,000 words of written copy and 7,000 words of edited copy per day.
- Enhanced quality standards for targeted content with brands such as Subaru, Honda, and Porsche.

AUTOSHOP SOLUTIONS APEX, NC (Remote Work) 07/2020 – 03/2021

COPYWRITER

- Created content tailored for automotive repair websites.
- Researched different SEO strategies using Google Analytics to increase the visibility of a client's website.
- Assisted team members in content creation by providing expert automotive knowledge.

VALNET, INC. MONTREAL, QC (Remote Work) 04/2020 – 10/2020

CONTENT WRITER

- Wrote engaging articles covering diverse automotive topics for Hotcars.com.
- Used Google Search Console tools to reach targeted audiences.
- Brainstormed and conceptualized article topic ideas to create new content.

ROSE INTERNATIONAL (DELTA AIRLINES) ATLANTA, GA 09/2018- 02/2019

RECORDS MAINTENANCE COORDINATOR

- Researched aircraft component specifications.
- Prepared questionnaires and conducted interviews with Delta aircraft technicians.
- Updated Harmonized Tariff Schedule (HTS) database based on research and interview results.

REVOLUTION MERCEDES-BENZ SPECIALISTS. DECATUR, GA 08/2016 – 06/2018

MERCEDES-BENZ PARTS SPECIALIST

- Managed purchasing and inventory of parts for Mercedes-Benz specialty repair shop.
- Updated in-house database of required parts for repair.
- Maintained good working relationships with nearby Mercedes-Benz dealerships and specialty component shops
- Research hard-to-find parts and inspected received parts for flaws.

EDUCATION

UNIVERSITY OF GEORGIA, ATHENS, GA 2013

MASTER OF ARTS, *Journalism*

REINHARDT UNIVERSITY WALESKA, GA 2010

BACHELOR OF ARTS, *Communications*