



Maile McCann

Professional Summary

Skilled freelance writer and content creator for digital and print journalism with expertise in beauty, fashion, and digital marketing. Past experience with data-driven storytelling, writing technical reports on digital marketing best practices for beauty, CPG and fashion brands as a research and advisory Senior Specialist.

Work History

Various Publications - Freelance Writer and Content Creator

06/2015 - Current

- Regularly contributed to a variety of digital and print publications including Glossy, Gartner's The Daily, The Telluride Daily Planet, College Fashion, The Watch, Reverberations Magazine, and more.
- Served as guest editor at Fountain Valley School's Bulletin magazine and brainstormed issue's content, assigned writers, wrote pieces, execute social media outreach, and edited work, driving the highest engagement of any issue in the publication's history.
- Worked as a staff reporter at the Telluride Daily Planet. Pitched, wrote, photographed, and edited an average of 2-4 local reported articles a week on subjects ranging from business to politics to art events around the region.

Gartner L2 - Senior Specialist

New York, NY

08/2018 - 12/2020

- Co-authored over 10 quantitative-data-driven industry reports on best digital practices in e-commerce, SEO, SEM, social media, websites, influencer marketing, email marketing, and more to provide brands and industry experts with best-in-class marketing advice across CPG, fashion, and beauty sectors.
- Functioned in a hybrid research and advisory role, handling client consulting responsibilities of presenting findings and recommendations to marketing leaders from both major enterprises as well as smaller indie brands, tailoring insights to each.
- Worked with Microsoft Excel, PowerPoint, Tableau and data partners like SimilarWeb and SEMRush daily to examine, chart, present, and distill large datasets into actionable stories and insights.

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Portfolio:

<https://mailemccann.journoportfolio.com/>

Skills

- Microsoft Suite
- CMS Platforms (WordPress, Tempest, etc.)
- Google Analytics
- Social Media Measurement Tools
- Best Practices in SEO, Email, Social Media, Brand Sites, and Influencer Marketing
- Data Analytics
- Data Visualization and Storytelling

Education

2014-2018

Wesleyan University – Bachelor of Arts

Middletown, CT

Psychology and Government

Deans List, Phi Beta Kappa, GPA: 3.9

2010-2014

Fountain Valley School– HS Diploma

Colorado Springs, CO

Deans' List, Cum Laude Society, National

Hispanic Honors Society, 3rd in Class,

GPA: 4.56