

SHANNON MCGREW

FREELANCE WRITER / CONTENT CREATOR ☎ 508-735-0396

◦ DETAILS ◦

508-735-0396

smcgrewwriting@gmail.com

◦ LINKS ◦

[LinkedIn](#)

◦ SKILLS ◦

Adobe Photoshop

Social Media

Content Creation

Social Media Management

Creative Writing

Copywriting

Digital Marketing

SEO Knowledge

👤 PROFILE

A lover of the horror genre who took her passion and made a career out of it, Shannon has spent the last seven years building up her site, Nightmarish Conjurations, through grassroots marketing, content creation, and social media copywriting. Shannon has been featured in such outlets as ABC's Localish, TMZ, Bloomberg, and High Times, speaking on topics ranging from the horror genre, film diversity, and cannabis use.

📁 EMPLOYMENT HISTORY

Founder/Critic/Content Creator at Nightmarish Conjurations, Huntington Beach

December 2014

- Researched and created content with a specific focus on the horror genre.
- Managed a team of 40 freelance writers in creating engaging content through reviews, articles, and interviews.
- Maintained 40K+ followers across Nightmarish Conjurations' social media platforms, including Instagram, Twitter, Facebook, and TikTok.
- Worked one-on-one with studios and agencies to create social media content for promotion of their projects.
- Grew Nightmarish Conjurations visitors 35% in a three year period.
- Wrote over 200 film reviews and conducted over 100 celebrity interviews.

Freelance Writer/Critic, Huntington Beach

December 2016

- Demonstrated knowledge and expertise in the area of TV and Movies with a focus on the horror genre.
- Researched information for film reviews, articles, and interviews from trusted and reliable sources.
- Provided proper SEO content for a variety of outlets.
- Shot video and still photos to include in article pieces.
- Coordinated with PR teams and studios to create new content.
- Generated, researched, and created new stories from trending topics for online content.
- Wrote, edit, and conducted interviews with a variety of entertainers.
- Attended press junkets, awards shows, and screenings for networking and writing purposes.

🎓 EDUCATION

Bachelors, The New England Institute of Art, Brookline

September 2008 — June 2011

★ Affiliations

- Hollywood Critics Association: Member since 2020
- Online Association of Female Film Critics: Member since 2021

📄 Publications

- "Creepy Bitches: Essays on Horror from Women in Horror," co-edited by Rebekah McKendry and Alyse Wax. Bear Manor Media, 2021.
- "Haunter's Tale," co-authored with J. Michael Roddy and Joe Moe. Harker Press, 2019.