

Pearl Maguire

I am currently seeking a position as a Content Writer.

EMPLOYMENT

October 2016 - present

CONTENT SUPERVISOR – Quick Marketing Group

+ Supervise and direct small/medium outsourced team, interns, and in-house content strategist

CONTENT WRITING

- + In charge of content creation for 15+ clients in Canada and the United States
- + Client Industries: Technology, Fashion & Beauty, Automotive, B2B, Travel, Health & Wellness, Parenting, Hospitality
- + Creating monthly Excel based content calendars for a variety of clients with different budgets for Facebook, Twitter, Instagram, Google+, LinkedIn, Tumblr, Pinterest, etc.
- + Performing client social channel audits, creating profiles, and optimization
- + Developing client strategies prior to launch and monthly brand strategies with the client
- + Embodying specific voice of client/company/message
- + Editing all documents, calendars, blogs, etc.
- + Creation of landing pages, e-marketing, paid copy, contests, blogs, etc.
- + Writing keyword rich blogs, both short and long form
- + Identifying specific target audience, blog topics, keywords, CTA, etc.
- + Created targeted boosted posts on Facebook
- + Set and adhere to strict deadlines

ACCOUNT MANAGEMENT

- + Client engagement via kick-off calls
- + Direct line of communication with client for conference calls, client calls, emails, client meetings, etc.
- + Scheduling posts via Hootsuite

SEO

- + Identifying specific SEO keywords via SEMrush and improving SEO rankings
- + Utilizing keywords to reach clients goal and grow social media presence

ENGAGEMENT

- + Gauging audience/consumer engagement
- + Upkeep of messages/comments for social media engagement via multiple platforms

GRAPHIC DESIGN/WEB DEVELOPMENT

- + Small scale graphic design and video editing
- + Posting and formatting blogs via WordPress

SALES

- + Attend meetings with potential clients to provide insight on different social media/Ads packages

STATS

- + Increased vaping client's followers by 30% and reach by 98% in 5 months
- + Attended and organized client Dating App Mixer in New York to promote brand awareness and to gain registrations

PROGRAMS

Hootsuite, SEMrush, Google Drive, Harvest, Wordpress, Buzzsumo, Adobe Photoshop, iMovie

August 2015 - Current

CONTENT WRITER – Freelance

- + In charge of writing all documents including: business proposals, questionnaires, elevator pitches, value propositions, workbook, exercises, inventory of all research, website content, etc.
- + Conduct extensive research on specific topics
- + Trademarked multiple phrases in Canada and the United States for multiple companies
- + Participate in phone conferences, and take minute notes
- + Assist in branding of new company and product

Feb. 2016 – Oct. 2016

CONTENT WRITER/SOCIAL MEDIA COORDINATOR – TransferEASE Relocation Inc.

- + Promoted from Intern to Permanent after 6 months of employment
- + Wrote content of advertisement that was featured in the National Post
- + Writing and editing content for all landing pages for United Van Lines member, The Campbell Group of Companies, as well as Accsell Reality, TransferEASE Relocation, and other moving companies via contracts
- + Researching, generating, and creating social media posts geared for Google Plus, Facebook, Twitter, Blogger, and LinkedIn and creating content for promoted tweets and other advertisements
- + Worked closely with the Graphic Designer to create infographics, images, advertisements, and more
- + Helped edit and write large client RFPs
- + Writing current and industry relevant blog posts Social Media
- + Running all platforms as the sole individual in charge of posting content
- + Creating LinkedIn Profiles, Ads, Posts, as well as Sponsored Ads and Posts
- + Assisted in running first Twitter Campaign for new account

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- + Operating all social media co-ordination including: daily posts on Twitter, Facebook, LinkedIn, Google Plus, and Blogger for two different companies
- + Tracking analytics for all above listed platforms and tracking website growth and brand development
- + In charge of all format, layout, and design of blog posts as well as code for layout of blog site
- + Worked closely and became familiar with Google Analytics, Google Keywords, Google Search Console, Wordpress, Hootsuite, Phabricator, and many other programs

2014 – 2015

ASSOCIATE EDITOR – University of Toronto: Compass Journal

- + One of 3 associate editors
- + Worked closely with the Editor and Chief to select, edit, and approve all stories for the collective
- + Attended the official Book Launch at the University of Toronto, and sold copies to those who attended

EDUCATION

2010 – 2015

BACHELOR OF ARTS – University of Toronto Mississauga

- + Honors Bachelor of Arts
- + Double Major in English and Professional Writing and Communications
- + Wrote, edited, published, and launched first novel