

DAVID GEAR

Senior Copywriter | Content Strategist

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CAREER SUMMARY

Senior copywriter and content strategist with 15+ years across agencies, startups, and global brands. I've ghostwritten C-suite thought leadership for Forbes, helped a B2B SaaS company grow gated content downloads by 145% in under a year, and achieved a 200%+ growth in conversions for a portfolio of U.S. businesses. I turn briefs around quickly; I care about the details, and I haven't missed a deadline in my career.

PORTFOLIO

<https://www.davidbarrygear.com>

PROFESSIONAL EXPERIENCE

January 2026 – | Sievers Creative (*USA Marketing Agency*), Remote

SEO Copywriter/Content Strategist

- Lead SEO content creation and optimisation for small to mid-size U.S. businesses, delivering keyword-focused blog posts, landing pages, and

product content designed to improve search visibility, engagement, and lead generation across competitive local and national markets.

- Conduct keyword research and content planning using tools like Ahrefs and Google Keyword Planner, building topic clusters and content strategies aligned with search intent, buyer journeys, and commercial goals rather than traffic volume alone.
- Publish and manage over 50 pieces of SEO content in WordPress and Shopify CMS per month, handling on-page optimisation, internal linking, metadata, and content updates while collaborating with clients to maintain brand voice, accuracy, and consistent performance growth.
- Use my content messaging expertise to update Sievers Creative's brand messaging across their website and print materials. Achieved a 202% average SEO conversion growth for our clients.

March – December 2025 | Freelance, Remote

Copywriter & Content Consultant

- Rewrote the entire [Alpine Spas](#) website (*FYI, Alpine Spas is the largest spa and sauna company in Australasia*), including 25+ product pages, new blog content, and a YouTube video series.
- I helped ICT, a multinational security company, with a global team, transform their 'About Us' video from a cliché, boring piece of content into an attention-grabbing, unique, and lead-generating tool.

April 2023 – February 2025 | Global Expansion (A USA B2B Employer of Record startup with a global team of around 50 employees), Remote

Head of Content (Contract)

- Manage a small B2B marketing team to ensure the ongoing growth of GX's brand.
- Created the new brand style and web copy for Global Expansion's website.
- Created engaging digital content via blogging, web content writing, video scripting, editing, social media posts, and more.
- Built a lead generation content strategy from scratch.

- Ghostwrote 30+ thought leadership articles for C-suite executives published in Forbes, Newsweek, and Fast Company, elevating the brand's authority in the industry.
- Wrote and managed the social media content for the CEO and sales team.
- Updated and edited [214 different country guides](#) in 6 months.
- I have grown [GX's LinkedIn](#) by over 1000 new followers in 6 months and increased page views by over 75% over the same period.
- I have become an expert at using AI to enhance and streamline my creative process.

February 2023 -March 2024 | Biz Latin Hub, (A B2B startup based in Colombia with 50-75 employees across Latam), Remote

Freelance Lead Content Writer

- Authored and optimized high-quality SEO content for diverse markets across Latin America, contributing to improved search rankings and audience engagement
- Edited and updated articles and improved social media content.

November 2021– November 2022 | Globalization Partners, (A B2B Employer of Record startup, based in the USA with a global team of 500+ employees), Remote

Demand Gen Content Writer

- Helped boost G-P's premium gated content numbers by 145% in less than a year.
- Wrote SEO/optimized copy for the new G-P website ([G-P.com](#)), which involved working (quickly) across multiple departments and company personnel to ensure every detail was correct.
- Led the B2B writing team in creating new [interactive content](#) for G-P's social media channels, which helped lead to a growth of over 50% in followers and engagement.
- Spearheaded content creation for the successful launch of G-P Recruit and G-P Contractor, driving significant user adoption and market penetration.
- Enhanced the webinar creation and presentation process. One of my webinars achieved a record audience for G-P with over 500 registered attendees.

March 2021– November 2021 | Draft, (A US-based content company that contracts writers across the world), Remote

Freelance Writer

- Wrote over 30 new SEO-optimized website pages for a camping website in under two weeks.
- One of my articles for a sports website has been read by over 100,000 people.
- Created engaging blog content for an [international airline](#).

April 2019 – December 2020 | Badger Communications, (A B2B Ad Agency with a small team of 5-10 employees), Auckland

Senior Copywriter

- Launched 5G into New Zealand via a campaign that involved writing case studies, blogs, animation scripts, print ads, social media posts, and long-form articles.
- Wrote interactive B2B eBooks for Vodafone NZ's new business plan which has been downloaded hundreds of times.
- Produced fun, informative animations for Vodafone's latest phone plans working alongside animators, voice talent, and graphic designers.

November 2017 – December 2018 | ArchiPro, (A startup architecture and retail website and subscription service with a team of 25-50 people), Auckland

Head of Client Services

- Onboarded, educated, and booked all new and renewing members' ad schedules.
- Managed over 300 clients and ensured they received results from their ArchiPro membership.
- Led the production team of five employees.
- Booked, created, wrote, edited, proofread, and released the weekly digital publications sent out to over 30,000 subscribers on deadline.

April 2010 – June 2017 | NZME, (NZ's largest media company with newspapers, digital sites and radio stations), Auckland

Senior Copywriter

- Create, design, and execute B2C creative concepts across all media channels – digital, print, TV, and radio.

- A radio campaign I wrote helped gain the client over \$200,000 in new business.
- NZ Radio Award winner.
- Never missed a deadline in 12 years.

EDUCATION

University of Otago, Dunedin, NZ

Bachelor of Arts, History

New Zealand Broadcasting School, Christchurch, NZ

Bachelor of Broadcasting Communications

RELEVANT SKILLS

Technical Skills: SEO, Digital Marketing, Video Scripting, Google Drive, Microsoft Suite, Slack, Confluence, WordPress, Shopify, Jira, Ceros, Monday.com, Mailchimp, YouTube, iMovie, Ambassify, Zoho, SharePoint, AI (ChatGPT, Claude, Gemini, Perplexity AI).

Content Creation: Copywriting, Content Strategy, Blogging, eBooks, Case Studies, Email Writing, Social Media Management, Interviewing, Research, Web Copy, Thought Leadership, Webinars, Rebranding Content, Radio Ads, SEO Blogs, B2B & DTC experience.

Leadership & Collaboration: Project Management, Voice Direction, Team Collaboration, Mentorship.

Languages: Spanish (B2 - Intermediate)