DAVID GEAR

Senior Content Writer | SEO Content Strategist

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CAREER SUMMARY

Senior content writer with 15+ years across agencies, startups, and global brands. Ghostwrote 30+ C-suite thought leadership articles for Forbes, Newsweek, and Fast Company; helped a B2B SaaS company grow premium gated content by **145%** in under a year; and delivered **202%** average SEO conversion growth for U.S. small and mid-size business clients. Experienced in AI-assisted content, and comfortable publishing 50+ SEO pieces a month in WordPress, Shopify, and BigCommerce.

PROFESSIONAL EXPERIENCE

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

SEO Copywriter/Content Strategist

- Used 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.**

- Led 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.

- Conducted 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.

- Published and managed **over 50 pieces of SEO content per mont**h in WordPress, BigCommerce, and Shopify CMS, managing on-page

optimisation, internal linking, metadata, and content updates while collaborating with clients to maintain brand voice, accuracy, and consistent performance growth.

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)

- Ghostwrote 30+ thought leadership articles for C-suite executives, published in Forbes, Newsweek, and Fast Company.
- Managed a small B2B marketing team and built a lead generation content strategy from scratch.
- Created the brand style and website copy, plus blogs, video scripts, and social content, including the CEO's and sales team's social media.
- Updated and edited 214 country guides in 6 months.
- Grew GX's LinkedIn by **500+ new followers** and **increased page views by 75%+** in 6 months.
- Used AI tools to streamline the creative process, from research through drafting and editing.

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

Freelance Lead Content Writer

- Wrote 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.**
- Managed content creation for the successful launch of G-P Recruit and G-P Contractor, driving significant user adoption and market penetration.
- Improved 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 B2B 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 and produced fun, informative animations for Vodafone's latest phone plans.

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

- **Managed over 300 clients** and ensured they received results from their ArchiPro membership and 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.**

EDUCATION

University of Otago, Dunedin, NZ

Bachelor of Arts, History

New Zealand Broadcasting School, Christchurch, NZ

Bachelor of Broadcasting Communications

RELEVANT SKILLS

Content: Content Strategy, SEO Blogs & Web Copy, Thought Leadership & Ghostwriting, eBooks, Case Studies, Email, Social Media, Webinars, Video Scripting, Interviewing, Research, Team Leadership, Project Management

Tools: Ahrefs, Google Keyword Planner, WordPress, Shopify, BigCommerce, Mailchimp, Slack, Confluence, Jira, Monday.com, Google Workspace, Microsoft Office, Gamma, AI tools (ChatGPT, Claude, Gemini, Perplexity)

Languages: English (native); Spanish (B2, upper-intermediate)