

DAVID GEAR

SENIOR COPYWRITER & CONTENT MANAGER

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CAREER SUMMARY

I turn ideas into clear, compelling content that gets results. From brand voice to a complete content strategy, I help businesses connect with the right people and keep them coming back. I'm easy to work with, quick to adapt, and bring a mix of focus, humour, and heart to every project.

PORTFOLIO

<https://www.davidbarrygear.com>

PROFESSIONAL EXPERIENCE

March 2025 – | Freelance, Remote

Copywriter & Content Consultant

- Working with global companies to create standout content to gain customers.

- Recently, I helped a multinational security company transform their 'About Us' video from a cliché, boring piece of content into an attention-grabbing, unique and lead-generating tool.
- Consulting and writing new website and blog content for Australasia's largest Spa and Sauna company.

April 2023 – February 2025 | Global Expansion, 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.
- Creating 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.
- Writing and managing 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, 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
- Edit and update articles and improve social media content.

November 2021– November 2022 | Globalization Partners, 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, 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, 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, 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, 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, Jira, Ceros, Monday.com, YouTube, iMovie, Ambassify, Sharepoint, AI (Chat GPT, Claude, 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, B2B & B2C experience.

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

Languages: Spanish (B2 - Intermediate)