

# REED MCCLURE

## CONTENT MARKETING PROFESSIONAL

[www.reedwrites.us](http://www.reedwrites.us)

### SUMMARY

Content marketing professional bringing over 6 years of experience in communications and marketing, complemented by a Bachelor of Arts in Journalism with a specialization in Public Relations. Offers proven success implementing communications, and marketing strategies while prioritizing creativity, quality, and efficiency.

### EDUCATION

Indiana University  
Bachelor of Arts in Journalism  
May 2014

### SKILLS & COMPETENCIES

- Content Marketing
- SEO Copywriting
- Adobe Creative Suite
- Google Analytics
- Google Ads
- Salesforce
- HTML & CSS
- WordPress
- G Suite
- Microsoft Office Suite
- Project Management

### CONTACT INFO

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### WORK EXPERIENCE

#### PROPRCOPY

##### Content Writer | Apr 2016 - Present

- Write persuasive blog posts for small business websites that drive organic web traffic by including long-tail SEO keywords in each post.
- Perform in-depth research for each post to ensure content accuracy.
- Ensure content plans support the goals and objectives of each small business.
- Maintain the customer's branding and unique voice for their product or service.
- Utilize different language styles that appeal to various target markets, buyer personas, and stages of the buyer journey.

#### EVOLVE VACATION RENTAL

##### Senior Product Marketing Specialist | Jan 2020 - Oct 2020

- Acted as a lead between the Product Marketing team and customer-facing Evolve teams to address escalated issues.
- Used data-driven insights by analyzing content marketing metrics to suggest changes and write more effectively to increase listing performance.
- Served as a resource for members of the Product Marketing team for internal CRM training and listing build training.

##### Product Marketing Specialist | Aug 2017 - Jan 2020

- Collaborated cross-functionally with customer-facing Evolve teams to correct content inaccuracies that could lead to negative traveler reviews.
- Updated and edit listing content for vacation rental homes in the Northeastern United States.
- Used search engine result page data to update under-performing listings to increase search results and optimize booking conversion.
- Edited and ensured the accuracy of vacation rental home listings written by Product Marketing Associates and Product Marketing Specialists.

##### Product Marketing Associate | May 2017 - Aug 2017

- Drafted listing content for vacation rental homes located in North America.
- Chose and organized at least 24 professional photos for each listing to catch viewers' eye and boost the listing's performance on vacation rental marketing websites including HomeAway, VRBO, and Airbnb.

#### IVY TECH COMMUNITY COLLEGE

##### Marketing Assistant | Sep 2014 - Jun 2016

- Supported the development and execution of marketing and communication strategies for each college department and Ivy Tech satellite campuses.
- Demonstrated talents in communications and public relations through drafting and editing media releases for distribution to core newspapers and radio stations.
- Crafted advertisements for area newspapers while updating college web pages and WordPress blogs, utilized Adobe Creative Suite and web applications to highlight key content and strengthen marketing goals.