

TRENTON REED

CONTACT

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www.trentonreed.com

EDUCATION

BA with Honors, English
Virginia Commonwealth University
Thomas E. Gay Poetry Award

TOOLS

Google Analytics
Google Data Studio
Mailchimp
HubSpot
WordPress
Craft CMS
Raven Tools
Moz
SEMRush
Ahrefs

CONTENT STRATEGIST | WORKSHOP DIGITAL | 2019-PRESENT

- Manages, writes, and edits all B2B content efforts, including editorial, lead generation, email, and direct response channels.
- Develops robust content marketing campaigns across the entire pipeline to reach stakeholders in the financial and healthcare verticals.
- Analyzes data, performs industry and persona research, and implements keyword research and SEO strategies to optimize content.
- Manages a team of writers, maintains an editorial calendar, and implements company-wide processes to streamline workflow.

FREELANCE WRITER | TRENTONREED.COM | 2013-PRESENT

- Writes web and product copy, ads, technical content, and marketing collateral across digital media, print, websites, email, and more.
- Collaborates with leadership, creative teams, account executives, project managers, and product directors to drive results.
- Develops brand narratives and content strategy programs for B2B and B2C technology startups.
- Manages accounts for clients such as PBS, OneScreen.Ai, Thrillist Media, Urban Outfitters, and Elephant Insurance.

COPYWRITER | SMARTBUG MEDIA | 2015-2017

- Wrote and edited web copy, landing pages, emails, blogs, and more to drive awareness, conversions, and customer retention.
- Collaborated with account executives, project managers, and creative team on website, brand marketing, and inbound marketing projects.
- Interfaced with stake holders and SMEs to produce technical content for clients in industries such as SaaS, technology, and healthcare.

COPYWRITER | TRAVELERS HAVEN + HOTEL ENGINE | 2016-2016

- Developed company messaging, content marketing objectives, and target audiences for two affiliate B2B startups in the SaaS space.
- Wrote and edited web, UX, and product copy; digital and print ads; sales and marketing collateral; and blogs and social media content.
- Collaborated with executive, engineering, and sales teams to launch products and align marketing efforts.

SENIOR STAFF WRITER + EDITOR | 303 MAGAZINE | 2015-2017

- Wrote, pitched, and copyedited articles for a Denver-based magazine.
- Managed a monthly budget, invoices and expenses, an editorial calendar, and a content management system.
- Hired and managed a team of ten staff writers, freelance writers, and interns.

MARKETING MANAGER | THE GREAT ONLINE | 2014-2015

- Managed digital marketing and creative efforts, including content marketing, social media marketing, and email marketing services.
- Managed and facilitated direct client communication on more than 30 accounts—and optimized campaigns through SEO, PPC, and CRO.
- Hired and managed a team of five contract writers and interns.