

Matt Gallagher

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Objective: To catch the attention span of the reader like a buzzing bee with Samurai chopsticks so they absolutely love what you do. Game on.

Experience

Staff Inbound Marketing Content Writer at Mango Bay Internet

2018 to present

- Write blogs, content offers, promo emails, social media, CTAs, landing & web pages for clients.
- Hubspot Certified with an Inbound approach to viral content writing and marketing.
- [Blogs](#) for one client drew 1,500 visitors with 399 new qualified leads, raised organic search 30% with 270 new contacts in the first 10 months.
- [Promotional email campaigns](#) led one client to 3x+ sales in 1 year.
- [Content offers](#) gathered hundreds of views, thousands of entrances.

Freelance Copywriter at Web Copy Magician

2007 to Present

- Produce inbound marketing and SEO driven blogs and website copy for marketing clients including Esurance, Insurantly, Bear Blend, Fficient.com, and many others.

Red Herring Editor/ Journalist

2010 to 2013

- Wrote articles translating complex next generation technology companies.
- Interviewed & profiled CEOs of startups & established companies such as Glassdoor, DocuSign.
- Served as a technology judge and helped run the Red Herring Top 100 Award conferences.

Athens Messenger Reporter

Senior Reporter and Feature Writer

2000-2009

- As the senior reporter, planned, managed, and edited the day's paper several times per week.
- Won Brown Publishing's 1st Place Best News Story, 3rd Place Best AP Feature Writer.

The Athens Insider

Founding Editor and Writer
2001-2009

- Worked as founding editor of the Athens Insider, an entertainment weekly.
- Oversaw a team of writers, determined weekly content, provided final editorial review.

Education

Earned a Bachelor's of Science in Journalism degree
from Ohio University's E.W. Scripps School of Journalism

Skills

Proficient in Email Marketing, Inbound Marketing, Content Marketing, Whitepapers, Landing Pages, CTAs, Social Media, Editing, Hubspot, Wordpress, SEO, Basecamp, Salesforce, Google Adwords Keyword Tool, HTML, and other digital tech.

Hubspot Certified in:

- Email Marketing
- Inbound Marketing
- Content Marketing
- Sales Enablement

References

Anthony Bear, CEO of Bear Blend, Anthony@Bearblend.com

Josh Petersen, Marketing Director at Bear Blend, Josh@Bearblend.com

Dan Dreifort, CEO of Fficient.com, dan@Fficient.com, 740-594-0016

Natalie Shaheen, Executive VP at Josephine Homes, natalie@josephinehomes.com

Joseph G Baxter, Managing Director at Red Herring, josephbax@gmail.com, 415-654-2247

Anna McDowell, Sales Manager at ATX Webmasters, anna@atxwebmasters.com, 440.488.1681

Writing Sample Links:

<http://webcopymagician.com/>

<http://webcopymagician.com/portfolio/>