

# Matt Gallagher

## Contact

### Address

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### Phone

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### E-mail

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### LinkedIn

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### WWW

webcopymagician.com

## Skills

Content writing



Social Media



Content Marketing



SEO



Email Marketing



CTAs



Sales Enablement



Editing



Objective: To catch a reader's attention *like a buzzing bee with Samurai chopsticks*. Game on.

## Work History

2018 -  
Current

### Staff Inbound Marketing Content Writer

*Mango Bay Internet, Cleveland, OH*

- 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.*

2007--  
Current

### Freelance Copywriter

*Web Copy Magician*

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

2010 - 2013

### Red Herring Editor/ Journalist

*Red Herring, San Francisco, CA*

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

2000 - 2008

### Senior Reporter & Feature Writer

*Athens Messenger Reporter, Athens, OH*

- Wrote colorful features conveying the personality of their subjects, *including an article about a cowboy funeral that made the AP wire, which was then picked up by Paul Harvey and given national syndication.*
- 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

2001- 2009

### Founding Editor and Writer

*Athens Insider, Athens, OH*

- **Worked as founding editor of the Athens Insider, an entertainment weekly.**

Hubspot  
  
Very Good

Wordpress  
  
Good

Google Adwords  
  
Good

- Oversaw a team of writers, determined weekly content, provided final editorial review.
- *Interviewed such celebrities as Emmylou Harris and Indigo Girls' Emily Saliers.*

## Education

1993-1998

### Bachelor of Science: Journalism

Ohio University's E.W. Scripps School of Journalism - Athens, OH

## Website & Portfolio

- [Http://webcopymagician.com/](http://webcopymagician.com/)  
<http://webcopymagician.com/portfolio/>.

## Certifications

Hubspot Certified in Email Marketing

Hubspot Certified in Inbound Marketing

Hubspot Certified in Content Marketing

Hubspot Certified in Sales Enablement

## References

Anthony Bear, CEO of Bear Blend, [Bear@Bearblend.com](mailto: Bear@Bearblend.com)  
415-613-7300

Josh Petersen, Marketing Director at Bear Blend,  
[Josh@Bearblend.com](mailto: Josh@Bearblend.com)

Dan Dreifort, CEO of Fficient.com, [dan@Fficient.com](mailto: dan@Fficient.com),  
740-594-0016

Natalie Shaheen, Executive VP at Josephine Homes,  
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