# Chris McClure

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## Profile

Resourceful writer with skills in both creative and technical worlds, excels at picking up new skills, learning technical abilities, looking at the bigger picture, and problem solving

## Experience

**MARKETING DIRECTOR, ONE LONGFELLOW SQUARE, PORTLAND, ME – 2017 - 2020**

Planned, designed, and executed all marketing for nearly 200 concerts a year including social media, email, and print, cut costs while boosting ticket sales, wrote copy for website and fundraisers, lead a rebrand of the organization, redesigned and updated all marketing materials, lead a transition to a new CRM, maintained and updated website, wrote guidelines for procedures in CRM

**DIRECTOR OF COMMUNICATIONS, ARABICA COFFEE CO., PORTLAND, ME – 2015 - 2017**

Maintained web store and website, social media, public relations, researched, purchased, and wrote copy for coffees, maintained and updated register systems, facilitated communication between stores and produced employee guidelines, planned events, ran event space rentals, wrote blog

**MARKETING ASSISTANT, ONE LONGFELLOW SQUARE, PORTLAND, ME – 2014 - 2017**

Posted events to website, editing copy, and writing additional copy when needed, wrote newsletters to promote events and concerts, completely redesigned newsletter layout, strategized promotion

**KEYHOLDER, ARABICA COFFEE CO., PORTLAND, ME – 2012 - 2015**

Served customers, made drinks, opened, and closed café, freelanced content for website

**ENGLISH TEACHER, TRANS-THINK ENGLISH TRAINING, TANGSHAN, HEBEI, CHINA – 2011 - 2012**

Planned lessons and taught classes in both private and public schools, from five to sixty students, communicated and worked with assistant to translate

## Education

Gordon College; Wenham, MA – English Language & Literature 2011
Summa Cum Laude, Presidential Honors, Dean's Scholarship

## Certifications

**TECHNICAL WRITING CERTIFICATE, BECOME A TECHNICAL WRITER – AUGUST 2021**

Intensive "boot-camp" style course in technical writing, taught by a distinguished technical writer. Used  Snagit, Confluence and Salesforce. Emphasized technique and writing procedure.

## Skills

Technical Writing – API Documentation – HTML – CSS – JavaScript – JQuery – React – Redux
Markdown – XML – Copywriting – Content Development – SEO – Project Management
Microsoft Office – Photoshop – Illustrator – InDesign – WordPress – Salesforce – Snagit – Confluence Lucidchart – Git – GitHub – Postman