

Chris McClure

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Profile

Experienced writer with strong problem solving and technical skills, excels at learning new applications and concepts as well as looking at the bigger picture

Experience

Marketing Director, One Longfellow Square, Portland, ME – 2017 - 2020

Planned, designed and executed all marketing and outreach for nearly 200 concerts a year including social media, email, print and website, cut costs while boosting ticket sales, lead a rebrand of the organization, redesigned all marketing materials, lead a transition to a new Salesforce based CRM, including creation of documentation

Director of Communications, Arabica Coffee Company, Portland, ME – 2015 - 2017

Maintained webstore and website, social media, public relations, researched, purchased and wrote copy for coffees, wrote blog, maintained and updated register systems, facilitated communication between stores and wrote guidelines

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 to fit audience

Keyholder, Arabica Coffee Company, Portland, ME – 2012 - 2015

Served customers, made drinks, opened and closed café, freelanced content and copywriting for owners, updated and maintained store 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, Linguistics mi, 2011
GPA: 3.86, Summa Cum Laude, Presidential Honors, Dean's Scholarship

Skills

Copywriting – Technical Writing – Marketing – Social Media Management
Calendar Planning – Research – SEO – Microsoft Office – Graphic Design – Photoshop
Illustrator InDesign – Photography – Wordpress – Salesforce – HTML – CSS – JavaScript – AWS
Cloud – Snagit – Confluence – Postman – Canva – Lucidchart – Git – Unix Command Line

Interests

Guitar, synthesizer, photography, reading, writing, cooking, hiking, cycling, yoga