

John Curran

CONTENT MARKETING & **PRODUCT MARKETING SPECIALIST**

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Summary

Experienced content marketing specialist and copywriter with a strong background in developing and executing marketing strategies that drive engagement and business growth. Adept at creating compelling content, conducting market analysis, and collaborating with cross-functional teams to achieve marketing objectives.

Experience

Lear Marketing – Content Strategist

2009-Present

- Pioneered comparison articles of car models and creating branded local news sites for SEO.
- Created content with limited SME input from clients such as machine shops and chemical suppliers.
- Devised initial content strategy for startups without clear ICPs or other market research.

First Page Sage - Copywriter

2021-2022

- Specialized in long-form blog content and landing page copy on client accounts where firms had no subject matter experts, including pest control and construction management.
- In concert with strategists, identified long-tail keywords and topic clusters for “quick wins”.
- Achieved first page results for clients in disparate industries in as little as 30 days from launch.

Toyota | Copywriter

2014

- Created internal sales team brochures, focusing on detailed 1:1 competitor vehicle comparisons.
- Leveraged prior dealership experience to speed up time to review by 200 percent.
- Identified discrepancy in the MY2015 Toyota Tacoma brochure, saving \$100K+ in reprinting.

eBay | Lead Content Strategist

2011

- Authored email sequences for new features, including eBay’s pilot off-site inspection service.
- Worked closely with project managers to ensure features and readability received equal weight.
- Acted as an evangelist for content goals as one of 12 strategists in a company of 18,000.

Brafton | Content Writer

2008

- Wrote a high volume of SEO news articles for clients ranging from biotech to online education.
- Managed and onboarded a team of remote freelancers, developing content templates and guidelines for productized content creation environment.

Education

Eckerd College, Bachelor of Arts

2007

Majors: History, Spanish | Minor: Math