

# John Curran

CONTENT MARKETING & PRODUCT MARKETING SPECIALIST

Beaufort, SC | 843.505.6625 | curran.john.m@gmail.com | <https://www.blankpagesyndrome.com>

## 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 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 firm 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