

John S. Grant

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SKILLS & PROFICIENCIES

- Front End: HTML, CSS, Javascript, React, Responsive Design, jQuery, Bootstrap Handlebars
 - Back End: APIs, Node JS, Express, mySql, Sequelize, MongoDB, Mongoose
 - CMS: Wordpress, Drupal
 - Adobe Creative Suite: Illustrator, Photoshop and InDesign, ProCreate, Figma
 - Microsoft Office Suite (Excel, Word, Powerpoint), Pivot Tables, V-Lookups,
 - Salesforce, Ahrefs, Majestic, Screaming Frog, Parsley, Looker
 - Google AdWords, Google Analytics, SEO, Facebook Ads, MRI, Cision, PRIZM, Infegy Atlas
 - Agile, MailChimp, Qualtrics, Dynomapper, Smartsheets GRIN, Sprout, Google Analytics
 - Digital photography and videography
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Queen City

Consulting

Charlotte, NC

10/2022-Current

Head of Marketing (Brand, Strategy and Content)

- Built brand voice, personality, visual voice, positioning, customer journey & marketing plan from the ground up
- Designed website sitemap, wireframes, layout, user interface, user experience, wrote SEO optimized content and collaborated with developers throughout the creation process and subsequent updates
- Created industry discovery document & communication platform
- Developed strategy, designed, wrote and executed print and digital advertisements for Facebook Ads, Google Ads
- Created custom presentation decks for pitches

Red Ventures

Charlotte, NC

01/2020- 10/2022

Assistant Content Marketing Manager (11/2021-10/2022)

- Created comprehensive competitive analyses utilizing SEO tools to plan out content marketing strategy and develop and produce unique content to meet strategic goals for website optimization
- Responsible for directing content marketing strategy for the Investing and Loans verticals of Bankrate.com
- Optimized the layout of web pages to prioritize user experience
- Monitored current events and trends the Financial Services industry
- Developed detailed outlines for articles on a wide array of Investing and Loans topics based on internal and competitor data
- Utilized proprietary tools and technology to target key audiences
- Worked cross-functionally with leadership, SEO analysts, editorial, marketing, graphic design, public relations, syndications, engineering, product and business development
- Presented weekly and monthly on performance and strategy
- Leveraged extensive data, market trends, competitive landscape, community engagement, message testing, and consumer research
- Translated consumer insights and market research into positioning, messaging, design and marketing strategy.

SEO Outreach Content Strategist (01/2020- 11/2021)

- Created, monitored and ran full-funnel email campaigns
- Led and took part in brainstorming to conceptualize unique content
- Created unique data driven content to meet content strategy goals
- Conducted research to identify and target key audiences
- Reported on performance and forecasted future performance based on historical data utilizing a variety of digital and proprietary tools

**Paradigm
Innovations**

Raleigh, NC
10/2018-01/2020

REVERED, Inc.

Raleigh, NC
08/2016-08/2019

Freelance Copywriter

- Created monthly newsletters for various industrial manufacturing companies including OEM, auto and electronics
- Planned and created monthly online blog posts

Content Strategist & Coordinator

- Guided and supported client content—including developing communication strategies, discovery documents, brand personality, story positioning opportunities, and marketing plans
- Conducted key market analyses including focus groups, surveys, interviews, social media audits, and primary and secondary research
- Assisted the creation and development of client websites—including auditing sites, developing strategic sitemaps and wireframes, personas, creating and updating content, and working with developers
- Worked collaboratively with clients—delivering presentations, getting feedback, and refining content per input
- Created and edited content for traditional and digital media, including print, video, radio, social media, web content, and more
- Client industries included: education, medicine, venture capital, technology, entrepreneurship, lifestyle, tobacco, renewable energy, charitable foundations and vapor
- *Key Achievements*
- Facilitated the transfer of content for websites with 1000+ pages
- Managed scheduling, community engagement, concepting and copywriting for various client social media accounts, including an Instagram account with over 60,000 followers

Copywriter

- Wrote engaging, strategic copy across print, video, digital media
- Created strategies and marketing language for digital and print campaigns
- Collaborated with design team to connect visuals to copy
- Actively engaged with clients to develop copy and discuss ideas
- Planned the User Experience and User Interface for client websites.
- Developed content for materials including company mailers, promotional campaigns, annual reports and more

EDUCATION

The University of North
Carolina at Chapel Hill

Bachelor of Arts, Journalism & Media emphasis in Advertising, Minor in
Creative Writing (2016)

Full Stack Coding Bootcamp (March 2023)