

John Garcia

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Denver, CO
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Professional Experience

Spork Marketing, Denver, CO

Freelance Contributor

June 2016 –Present

Joined Spork Marketing on a freelance basis to write blogs, landing pages, white papers, and press releases for automotive ecommerce clients. Also tasked with brainstorming monthly content and editing posts as needed.

Highest Accomplishments:

- Contributed to and scheduled postings for twelve separate automotive blogs
- Effectively managed schedule as a freelance contributor and met all deadlines

Skills/Environment: Gather Content, Microsoft Office, Basic HTML, Basecamp

Sports Authority, Englewood, CO

Content Specialist

June 2015 – June 2016

Joined the eCommerce content team to develop all online content for SportsAuthority.com. Focused efforts on video, social media platforms, website stories and optimized product pages to foster online communications, increase sales and generate more traffic.

Managed, organized and executed all ecommerce projects and campaigns through completion.

Proofread, edited and critiqued online written material.

Highlighted Accomplishments:

- Increased online conversion rate by 11% using TurnTo, a direct-response shopping assistance tool
- Optimized content marketing spots to increase traffic, click through rates and conversion rates
- Developed a content editorial calendar based on stock, seasonality and sales
- Researched, wrote and edited bat selector guide, kid's sizing guide, and running page
- Published 350+ videos onto SportsAuthority.com, leading to a 14% traffic increase
- In conjunction with lead copywriter and content manager, developed brand page and story for BodyFit, Sports Authority's home workout brand

Skills/Environment: Campaign Development, Invodo Video, GSI Platforms, Inbound Marketing, Microsoft Office, Persona Planning, Bright Edge SEO, Social Media, Dreamweaver, TurnTo

FoodServiceWarehouse.com, Englewood, CO

Head Writer

Sept 2013 – June 2015

Led a team of three writers in the marketing department to cover all internal and external writing for an ecommerce site. Focused efforts on blog, social media and email marketing campaigns to foster online communications, increase sales and generate leads. Proofread, edited and critiqued all marketing materials.

Highlighted Accomplishments:

- Organized a marketing editorial calendar based on sales history, seasonal influences and vendor promotions that influenced all digital marketing campaigns.
- Developed, wrote and edited email marketing campaigns for a list of 250,000+ contacts
- Created, planned and managed a blog editorial calendar, publishing 25 to 30 a month
- Conducted qualitative and quantitative research to write and edit targeted blogs for both our B2B and B2C audience.
- Wrote and edited infographics, meta descriptions, on-site advertisements, product copy, promotional emails and social media posts.
- Various technical writing in the form of buying guides, company policy pages an employee handbook.

Skills/Environment: Brand and Campaign Development, HTML, Content Planning/Creation, Digital Marketing, Google Analytics, Landing Page Optimization, Wordpress, Microsoft Office

Education

Bachelor of Arts, English Writing
Minor in Music

Graduated 2011
Elmhurst College