**Paul Campbell**  
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**Profile**

Automotive copywriter with a hands-on perspective and over three years of experience crafting content for readers who live and breathe cars. My writing blends sharp reporting with a real-world love for engines, design, and driving. Whether it’s breaking down drivetrain innovations or exploring the cultural roots of street racing, I create features that inform and connect. I bring a mechanic’s eye to editorial storytelling, backed by a practical understanding of the industry’s moving parts.

**Experience**

**Freelance Writer – Auto Features & Industry Trends**  
*Remote | 2021 – Present*

* Deliver 2,500–3,000 word articles exploring EV tech, car history, and performance builds.
* Work with editors to pitch fresh story angles and adapt tone for different platforms.
* Research extensively across forums, press releases, and firsthand sources.
* Write with technical clarity for readers ranging from new drivers to gearheads.

**Staff Writer – TorqueLine Media**  
*Remote | 2019 – 2021*

* Covered news and longform features for a mid-size auto blog with a global audience.
* Specialized in classic models, emerging safety tech, and motorsport analysis.
* Adapted content for web-based SEO without sacrificing voice or accuracy.
* Collaborated with a rotating team of editors to maintain weekly content delivery.

**Content Assistant – Fast Track Performance**  
*Kansas City, MO | 2016 – 2019*

* Helped build the brand’s first content library, including spec breakdowns and buyer guides.
* Assisted in organizing and writing customer-facing blog posts and newsletters.
* Translated service jargon into readable, helpful copy for enthusiasts and casual visitors.
* Worked alongside mechanics and shop owners to learn and explain real-world vehicle systems.

**Education**

**Metropolitan Community College – Kansas City**  
Associate of Arts, Liberal Studies  
Graduated 2015

**Skills**

* Automotive feature writing and longform storytelling
* Deep understanding of car systems and technical terms
* Familiarity with CMS platforms and online formatting
* Strong command of AP Style and editorial structure
* SEO-conscious writing with attention to headline and lead optimization
* Able to write fast, clean drafts under short turnaround times