

William Reagan Bill@WilliamReagan.com | 503-752-8261 | williamreagan.journoportfolio.com

Collaborative writer, editor, and content manager specializing in engaging content that defines and reinforces the voice and value of a brand.

Advertising and Branding

Generate clear, consistent brand voice and messaging through taglines, mission statements, online presence, and advertising for multiple business units in technology, staffing, and financial services.

Online Content

Create web copy, taglines, and digital collateral to give clients a professional, approachable public voice, including basic html development and WordPress management.

Marketing Campaigns

Manage creation and cadence of B2B and B2C direct mail and email campaigns, including market research, info-gathering, iterative development, and fine-tuning for multi-channel distribution.

Industry Leadership

Conceptualize compelling content for corporate executives for use in industry trade publications, partner websites, social media sites, and internal blogs.

Content Management

Create content strategy, interview experts, and write or edit submitted material for B2B and B2C corporate blogs, including news updates, thought leadership, and best practices.

Executive Communications

Develop concepts and consistent voice for client communications, RFP executive summaries, and internal messages for C-suite executives, Presidents, VPs, and other leaders.

Digital and Social

Lead strategic development and calendaring of social media content, branded videos, corporate blogs, and digital communications.

Internal Communications

Drive internal initiatives in corporate communications, employee updates, and internal program development to increase employee engagement and morale.

Case Studies and White Papers

Collaborate with stakeholders and subject matter experts to generate long-form pieces highlighting client success stories, industry trends, and thought leadership.

Creative Narratives

Develop The Seeker and Creative Briefs, 10-part serialized stories for a boutique staffing agency's blog and zine that dramatizes job search and creative workplace experiences and challenges.

Writer | M Financial Group | 2018 — Present

Freelance Writer | ParticularWords.com | 2000 — Present

Senior Copywriter | Volt Information Sciences | 2008 — 2018

Copywriter | Hallock Agency | 2008

B.A., English | University of Maine, Orono ME

Enthusiastic references available on request