

DAVID GEAR

COPYWRITER & CONTENT CREATOR

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CAREER SUMMARY

I am a skillful and driven senior content and copywriter with over 17 years experience of creating award-winning content across multiple media platforms. I never miss a deadline and have an extensive understanding of how to work with clients and colleagues to get the job done and have fun while doing it.

PORTFOLIO

<https://www.davidbarrygear.com>

PROFESSIONAL EXPERIENCE

February 2023 - | Biz Latin Hub, Remote

Freelance Content Writer

- Write original, SEO-optimized blog content about different countries, markets, and topics across Latin America.
- Edit articles and improve social media content.

November 2021- November 2022 | Globalization Partners, Remote

Content Writer

- Helped boost G-P's premium gated content numbers by 145% in less than a year.
- Wrote SEO/optimized copy for the new G-P website ([G-P.com](https://www.g-p.com)) which involved working (quickly) across multiple departments and company personnel to ensure every detail was correct.
- Led the writing team in creating new [interactive content](#) for G-P's social media channels which helped lead to a growth of over 50% in followers and engagement.

- Launched two new products - [G-P Recruit](#) and [G-P Contractor](#). I produced sales guides, social media copy, landing pages, PowerPoint, and videos for successful launches.
- Enhanced the webinar creation and presentation process. One of my webinars achieved a record audience for G-P with over 500 registered attendees.

March 2021– November 2021 | Draft, Remote

Freelance Writer

- Wrote over 30 new SEO-optimized website pages for a camping website in under two weeks.
- One of my articles for a sports website has been read by over 80,000 people.
- Created engaging blog content for an international airline.

April 2019 – December 2020 | Badger Communications, Auckland

Copywriter

- Launched 5G into New Zealand via a campaign that involved writing case studies, blogs, animation scripts, print ads, social media posts, and long-form articles.
- Wrote interactive eBooks for Vodafone NZ's new business plan which has been downloaded hundreds of times.
- Produced fun, informative animations for Vodafone's latest phone plans working alongside animators, voice talent, and graphic designers.

November 2017 – December 2018 | ArchiPro, Auckland

Head of Client Services

- Onboarded, educated, and booked all new and renewing members' ad schedules.
- Managed over 300 clients and ensured they received results from their ArchiPro membership.
- Led the production team of five employees.
- Booked, created, wrote, edited, proofread, and released the weekly digital publications sent out to over 30,000 subscribers on deadline.

April 2005 – June 2017 | NZME, Auckland

Senior Copywriter

- Create, design, and execute creative concepts across all media channels – digital, print, TV, and radio.
- A radio campaign I wrote helped gain the client over \$200,000 in new business.

- NZ Radio Award winner.
- Never missed a deadline in 12 years.

EDUCATION

University of Otago, Dunedin, NZ

Bachelor of Arts, History

New Zealand Broadcasting School, Christchurch, NZ

Bachelor of Broadcasting Communications

RELEVANT SKILLS

Copywriting, Content Creation, SEO, Video Scripting, Webinars, Blogging, eBooks, Case Studies, Email Writing, Social Media Posts, Web Copy, Digital Marketing, Voice Direction, Google Drive, Microsoft Suite, Slack, Confluence, Jira, Ceros, YouTube, iMovie, Brainstorming.