

TARA SHUBBUCK

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FREELANCE WORK

SKYSCANNER

- Pitch, research and write travel-related articles
- Keyword research and SEO writing
- Curate content for airline-specific flash sales

VISIONS, INK

- Brainstorm concepts and write marketing copy for credit unions

CONTENT THAT WORKS

- Interview experts, research topics and write articles for nationally syndicated magazines

THE WASHINGTON POST

- Write articles for the Custom Content department, ranging from travel to charities to storm prep, that appear in the Express Sunday magazine, ROP travel and main news

OTHER PUBLISHED WORK

- Travel articles in *Bootsnall* and *Meet, Plan, Go!*
- Self-published book (co-written): *Create Your Escape: A Practical Guide for Planning Long-Term Travel*

WORK HISTORY

HOMESNAP, *Director of Digital Marketing* (February 2018 - present)

HOMESNAP, *Digital Marketing Manager* (December 2015 - January 2018)

LIVINGSOCIAL, *Operations Quality Manager* (July 2014 - December 2015)

LIVINGSOCIAL, *Digital Production Coordinator* (October 2013 - July 2014)

~Took 14-month career break to travel the world: June 2012-August 2013~

THE WASHINGTON POST, *Production Team Lead* (January 2011 - May 2012)

THE WASHINGTON POST, *Print Production Coordinator* (March 2008 - January 2011)

SKILLS

- Writing for SEO
- Word, Excel, PowerPoint
- InDesign, Photoshop, Illustrator
- Social media engagement
- Well-versed in AP Style
- Wordpress CMS, JIRA, Camayak
- Salesforce and Zoho
- Photography

EDUCATION

Bachelor of Arts in Journalism
American University