

TARA SHUBBUCK

MARKETING CONSULTANT & FREELANCE WRITER

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PORTFOLIO

TaraShubuck.com

FREELANCE WRITING & MARKETING (JANUARY 2016 – PRESENT)

SKYSCANNER

- As of February 2021, manage a team of 7 freelance writers; assign, edit and fact-check articles
- Research and write sponsored content for brands like Singapore Tourism and Portugal Tourism
- Pitch, research, and write travel-related articles with keyword research and SEO best practices

THE WASHINGTON POST

- Research and write sponsored content, such as charity profiles, travel guides, and storm prep guides

EMERALD WORDS

- Edit marketing materials for a U.S. audience (which were originally created for a UK-based audience)
- Write case studies, video scripts, emails, landing page copy, sales materials and blog posts about Mind Tools e-learning platform
- Wrote copy for 10+ product and feature pages for a complete website refresh project

COMMERCEIQ

- Write articles about trends and marketing in the e-Commerce space; sometimes ghostwritten for CEO

RAINBOW PLACE SHELTER (*nonprofit*)

- Interview shelter staff and past guests, write impact/success stories for fundraising purposes
- Develop marketing strategy, campaign theme and content for "Sponsor a Bed" campaign

HOUSINGWIRE

- Conduct research and write white papers for an audience of executives and product managers in the residential real estate and mortgage industries

SNAPDOCS

- Write case studies based on interviews and data points for real estate tech
- Write and self-edit ebook and blog content on mortgage industry topics using original research

HOMESNAP

- Write blog posts for a real estate agent audience, including topics as such prospecting, digital marketing and lead nurturing

NON-FREELANCE WORK HISTORY

HOMESNAP

Director of Digital Marketing

February 2018 – December 2019

Digital Marketing Manager

July 2016 – January 2018

Revenue Operations Manager

December 2015 – June 2016

LIVINGSOCIAL

Operations Quality Manager

July 2014 – December 2015

Production Coordinator, Daily Deals

October 2013 – July 2014

--Took a 14-month career break to travel from June 2012 – August 2013.--

THE WASHINGTON POST

Production Team Lead

January 2011 – May 2012

Production Coordinator, Sponsored Content

March 2008 – January 2011

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SKILLS & TECH

- SEO writing
- WordPress CMS, JIRA, Trello, Wrike
- SproutSocial, HootSuite, Facebook Ads Manager
- Adobe Creative Cloud and Microsoft Office
- Mixpanel, Zoho, Stripe, Instapage, Leadpages
- Zapier, cross-platform integrations, URL mapping

EDUCATION

Bachelor of Arts in Journalism
American University