

TARA SHUBBUCK

MARKETING CONSULTANT & FREELANCE WRITER

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PORTFOLIO

TaraShubbuck.com

FREELANCE WRITING & MARKETING (JANUARY 2016 – PRESENT)

SKYSCANNER

- 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 about charities, travel, home design, and storm prep guides

FOREIGN POLICY

- Project manage quarterly [Graduate Guide](#) publication of 10+ universities, on average
- Act as point person for universities, manage freelance writers, assign and edit features

EMERALD WORKS

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

MOZART DATA

- Write technical guides on data-management topics such as data cleaning, data cataloging, data reliability, etc.

AVAIL CAR SHARING

- Write emails, ad copy, and direct mail for two-sided marketplace (car owners and car borrowers)

COMMERCEIQ

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

HOUSINGWIRE

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

REGGORA

- Write guides, webinar recaps, and case studies from interviews and data points for real estate tech

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

NON-FREELANCE WORK HISTORY

HOMESNAP

Director of Digital Marketing
Digital Marketing Manager
Revenue Operations Manager

February 2018 – December 2019
July 2016 – January 2018
December 2015 – June 2016

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LIVINGSOCIAL

Operations Quality Manager
Production Coordinator, Daily Deals

July 2014 – December 2015
October 2013 – July 2014

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

THE WASHINGTON POST

Production Team Lead
Production Coordinator, Sponsored Content

January 2011 – May 2012
March 2008 – January 2011

SKILLS & TECH

- SEO writing
- WordPress CMS, Asana, 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