

Sharon McClintic

Marketing, Content Creation,
Public Relations & Business Development

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experience

Copywriting, Marketing, PR & Business Development Freelance

Remote & NYC
2017 - present

I have provided freelance content development, copywriting, public relations, marketing, proposal writing, and print design services for a variety of small business clients since 2017. This has included content work for DTC clients and professional services firms, with a focus on both SEO and educating users about speciality products and services.

Content Development Example: I developed website content for the launch of beamtlc.com, including the text for all user paths in an interactive quiz, product listings, FAQs, and customer education pages. The website needed to maintain the brand's friendly and confident voice while distilling information from clinical studies into concise, easily understood content for users who may be unfamiliar with the research underlying Beam's core product offerings.

Proposal Writing Example: My proposal writing and business development projects have resulted in multi-year contracts for clients, including a term contract for architectural services with the New York City School Construction Authority.

Manager, Strategic Development Evoke

New York City
2018 - 2019

I managed the creation of proposal content and new business pitches for this international healthcare and pharmaceutical-focused advertising agency, helped organise standardised content and case study information into databases to boost efficiency, and served as one of three key team members within the agency's new Thought Leadership program. This initiative sought to tap Evoke's talented professionals for an ongoing series of articles that would demonstrate the acumen at work across all departments within the agency. I helped create internal communications to promote the program and coordinated submissions, editing, publication, and promotion of these articles.

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education

MA, Creative Writing
(expected September 2020)
University of East Anglia

MBA, Marketing
Fordham University

BS, Journalism
BA, English
University of Florida

skills & technologies

- Writing & editing
- Content development
- Marketing strategy
- Social media strategy
- Business development
- Proposal writing & proposal management
- Graphic design & print design
- SEO copywriting
- AP Style & Chicago Style
- Basic HTML & CSS
- Keynote & PowerPoint
- Adobe InDesign
- Adobe Photoshop
- Wordpress

Marketing and Business Development Manager **Gran Kriegel Associates**

New York City
2014 - 2018

I handled all marketing, website management and content creation, public relations, and business development efforts for this NYC-based SBE architecture firm. I created entirely new content and information architecture plans for a complete redesign of the firm's website and helped boost organic search results for relevant keyword phrases through on-site SEO. I also managed all aspects of new business proposals, including writing, editing, design, coordinating and editing staff content contributions, and managing subconsultants' content. I created a new database to house standardised content, subconsultant information, and past proposal results within an easily searchable platform that improved efficiency and quality throughout the proposal writing process. My efforts resulted in new business contracts with clients such as the Smithsonian Institution, the NYC School Construction Authority, and the City University of New York (City University Construction Fund).

Graduate Assistant **Fordham University**

New York City
2013

While studying for my MBA in marketing, I took a graduate assistant position and worked alongside marketing professor Hooman Estelami on data collection for his forthcoming book and on efforts to improve the school's distance learning initiatives.

Marketing Associate (Contract) **Synetic Theater**

Greater Washington, DC area
2012

I was responsible for executing marketing and public relations strategy to retain and develop new audiences for this Washington, DC area theatre company. I created 40+ pages of new content and coordinated with a designer on the company's website redesign. Other projects included overseeing the creation of promotional material for upcoming productions by working closely with designers and printers on posters, playbills, brochures, and digital graphics. I also wrote and distributed press releases and created a marketing calendar complete with timelines for project management for all promotional and communications activities planned for the forthcoming year.

Project Manager and Content Writer **Market Hardware (Digital Marketing Agency)**

Greater Washington, DC area
2010 - 2012

This digital marketing and web design agency serves small business clients across the United States. As a project manager, I guided clients from the initial kick-off call through website planning, design, development, and project completion. I worked with cross-functional teams of designers and developers to ensure the projects met client expectations and project planning specifications. I also served as a copywriter and editor for website content as needed, with special attention paid to on-site SEO best practices.

Marketing and Development Coordinator **Glen Echo Park Partnership for Arts and Culture**

Greater Washington, DC area
2008 - 2010

This 501(c)(3) cultural nonprofit organisation provides a range of arts programming to DC-area residents. I created marketing materials, assisted with public relations efforts, managed the donor database, and coordinated board meetings and fundraising events for the development and marketing departments.

Account Coordinator **mPRm Public Relations**

Los Angeles
2007 - 2008

After joining the mPRm team as a public relations assistant, I was promoted to an account coordinator role to work on a range of digital media, technology, and entertainment accounts. I researched and compiled tailored press lists for each client's individual PR and press coverage goals, strategised pitching efforts, wrote press releases and pitch emails, and directly pitched media for clients such as National Geographic's digital media arm, Aniboomb.com, Filmaka.com, and others. I also provided on-site special event assistance for the agency's work with the Independent Spirit Awards.