

TARA SHUBBUCK

MARKETING CONSULTANT & FREELANCE WRITER

EMAIL

tshubbuck@gmail.com

PHONE

202-491-3934

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, storm preparation, and senior living communities

FOREIGN POLICY

- Project manage quarterly [Graduate Guide](#) (sponsored) and act as point person for university clients
- Manage freelance writers, develop briefs, manage schedule and deadlines, and edit features

AVAIL CAR SHARING

- Write marketing copy for two-sided marketplace (car owners and car borrowers), including emails, website content, video and audio scripts, checkout flow copy, social media posts, SMS, and articles

MOZART DATA

- Write technical blog posts on data-management topics, such as data cleaning, data cataloging, data reliability, and modern data platform

EMERALD WORKS

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

COMMERCEIQ

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

REGGORA

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

HOUSINGWIRE

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

RAINBOW PLACE SHELTER (*nonprofit*)

- Interviewed shelter staff and past guests, and wrote impact/success stories for fundraising purposes
- Developed 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

TARA SHUBBUCK

MARKETING CONSULTANT & FREELANCE WRITER

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
- Zapier, cross-platform integrations, URL mapping
- SproutSocial, HootSuite, Facebook Ads Manager
- Adobe Creative Cloud and Microsoft Office
- Mixpanel, Zoho, Stripe, Instapage, Leadpages

EDUCATION

Bachelor of Arts in Journalism
American University