

Durham, NC
david.straughan@gmail.com
919.885.9134

DAVID C. STRAUGHAN

www.davidstraughan.com

ABOUT

A creative, dedicated, and passionate writer, conversion specialist, content manager, PR expert, and all-around digital marketing professional since 2011. Work cited by The White House, Google, and LinkedIn. SEO Best Practices expert. Certified in Google Ads and Google Analytics. Experienced in content marketing strategy, social media campaigns, email marketing, Analytics, and the full range of Google ad marketing (search, video, display, shopping).

EXPERIENCE

Freelance — Writer, Editor, Photographer, and Content & Strategy Specialist

January 2011 - Present

Worked with a wide variety of companies across a wide variety of industries to help develop and refine brand content and marketing strategy. Past clients include [Arnott, Inc.](#), [Freedom Off-Road](#), [American Air Suspension](#), [Feel Love Homes](#), [Interrogating Justice](#), [How to Justice](#), [Raydiant](#), [Grand Hyatt Shanghai](#), [Infotrust, LLC](#), [Haitian International](#), [Bull City Pet Sitting](#), [Kerry Hotel Pudong](#), [StrutDaddy's Complete Car Care](#).

- Developed content marketing, email marketing, and social media marketing strategies
- Created high-performing content, including: blogs, on-site content, product descriptions, emails, and social media posts
- Received overwhelmingly positive feedback ([100% satisfaction on Upwork](#)).
- An article I wrote about Google Analytics was [retweeted by the Google Analytics Twitter account](#).

Three Ships/Home Solutions - Content Manager

January 2024 - November 2024

Implementing a content marketing strategy across the personal finance and auto verticals. Utilizing news and data to boost topical authority and drive high-value link placement with well-researched content. Managing writers, promotions experts, and data researchers to create high-performance content for MarketWatch and other sites.

- Successfully built up MarketWatch Guides' personal finance backlink portfolio
- Helped improve commercial page performance and revenue by utilizing content marketing tactics
- Improved SEO and UX aspects of content marketing articles and templated changes

Three Ships - 3SAuto — Digital PR Content Manager

July 2023 - January 2024

Implementing the digital PR content strategy from Automoblog across the greater 3SAuto portfolio after successful growth of Automoblog. Overseeing content ideation, development, production, and promotion while building an efficient and effective editorial process. Using digital PR content to further varying business goals for different sites, ranging from establishing topical authority on sites like Marketwatch and Motor1 to continuing to grow the domain rating (DR) on Automoblog.

- Increased Automoblog's DR from 63 to 66 in just over two months.
- Content featured on Google News and the LinkedIn news feed.
- Currently managing an editorial process for a team of nine people that includes writers, editors, and link builders.

Three Ships - Automoblog — Content Manager

May 2022 - July 2023

Developed and executed public relations campaigns designed to raise Automoblog's DR with high-value journalism and public relations content while also managing commercial content strategy and SEO strategy integration.

- Increased Automoblog's DR from 59 to 63 in 14 months.
- Ensured all content met 3S internal and Automoblog content standards
- Ensured all commercial content complied with SEO best practices
- Grew Automoblog revenue consistently and sustainably from \$115k per month to \$220k per month.
- Quoted by prestigious organizations and press outlets such as [The White House](#), [MSN.com](#), [The Miami Herald](#), and [The Sacramento Bee](#), among many others.

Three Ships - 3SAuto — Senior Content Associate

July 2021 - May 2022

Produced commercial content related to core 3SAuto categories. Implemented SEO best practices, intensive keyword research, and conversion-rate optimization content techniques across new content and content optimizations.

- Consistently met content deadlines.
- Developed and refined the company's content optimization strategy and process.

- Achieved or exceeded content performance goals on a regular basis.
- Helped 3SAuto achieve record revenues month after month.

Strutmasters, LLC, Roxboro, NC — Digital Content Manager

January 2016 - April 2020

- Created, implemented, refined, and managed content marketing strategy.
- Wrote, edited, formatted, and published articles and product descriptions, adhering to SEO Best Practices for writing, metadata, and image sourcing and tagging.
- Produced 2-3 articles each week, between 500-1500 words each.
- Managed Facebook account, promoting original content, and sharing relevant outside content to build our following.
- Performed search analytics, keyword research, A/B testing, and analysis for Google Ads efforts.
- Developed and regularly met KPIs.
- Analyzed Analytics data to provide actionable insights and inform strategy.

Ningbo Guide, Ningbo, China — Editor

April 2014 - August 2016

- Responsible for the timely delivery of all final content to the design team.
- Managed a small team of writers and reporters in addition to reporting, writing, fact-checking, taking photographs, and copy editing all content, including advertising.
- Developed strategy with and generated ad content for advertisers.
- Responsible for front-end web content management and social media.

Ningbo Focus, Ningbo, China — Editor-in-Chief

October 2012 - April 2014

- Ensured timely delivery of the final version of the magazine to the printer and all content to the website.
- Managed editorial and design teams.
- Sourced content, developed monthly and long-term content plans, and delegated editorial tasks.
- Managed relationships with advertisers and relevant government officials.

EDUCATION

The University of North Carolina at Greensboro — B.A., Media Studies

August 2003 - May 2007, Greensboro, NC

SOFTWARE PROFICIENCIES

Wordpress, Microsoft Office Suite, Slack, SEM Rush, Yoast SEO, Google Drive Suite (Docs, Slides, Sheets), Google Analytics, Google Ads (Search, Display, Video, Shopping), Mailchimp, Adobe Photoshop, Adobe Illustrator, Adobe InDesign, Adobe Premiere, DaVinci Resolve

CERTIFICATIONS

Google Analytics Individual Qualification, Shopping ads Certification, Google Ads Display Certification, Google Ads - Measurement Certification, Google Ads Video Certification, Google Ads Search Certification