



Ian Callahan

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MARKETING COMMUNICATIONS WRITER

Leverages the Power of Words, SEO, and Digital Media to Create Effective Marketing Collateral

Delivers engaging & informative written content by using a combination of time-honored marketing and writing strategies while catering to client & employer pain points. Trained in digital marketing best-practices by HubSpot. Follows SEO-best practices that drive engagement & web traffic. Conscientious & collaborative. Solutions-oriented self-starter. Hire me to get the work done, make your job easier, and have a little fun, too!

- **Writing**
- **Editing**
- **SEO**
- **Account Management**
- **Time Management**
- **WordPress**
- **Salesforce**
- **AP Style Guidelines**
- **Branding**
- **HubSpot Content Marketing Certified**

EDUCATION

Bachelor of Arts (BA), Mass Media Studies; Minors in Civic Engagement & General Business
Hofstra University, Hempstead, NY

Graduated Cum Laude with Honors, May, 2017 | Designated 2017's Student of the Year in Media Studies
GPA: 3.7

PROFESSIONAL EXPERIENCE

DEALER INSPIRE, Naperville, IL

March 2020 – Present

Automotive Digital Marketing Agency

Copywriter II (Remote Employee)

Create killer SEO and UX-optimized content for 45-60 clients monthly. Utilize SEM Rush, Grammarly, and Google G Suite. Work with an editing buddy to edit up to 8 pieces of content a day. Edit contractor work as assigned.

- Create 6-8 landing pages, blogs, and index pages daily using Google G Suite
- Write meta titles, meta descriptions, and URL slugs for content
- Produce heavily-researched bank content templates using the SEM Rush SEO Writing Assistant
- Partner with an "editing buddy" to edit 6-8 pieces daily; edit contractor work on a rolling basis
- Enhance current webpages for SEO and UX as a WordPress Admin and on DDC/CDK sites
- Maintain standards of quality for between 45-60 regular clients monthly

DEALER.COM, Burlington, VT

June 2017 – December 2019

Automotive Digital Marketing Agency

Copywriter II (Remote Employee in Fort Myers, FL since August 2017)

Produced original, creative, SEO-optimized B2C digital marketing collateral for car dealerships across the U.S. & Canada with the aim of generating increased website traffic and driving revenue growth.

- Wrote over 5,600 landing pages and blogs over 2.5 years, consistently exceeding the departmental deliverable (90% of 9 landing pages or 18 blogs a day) and the team deliverable (95% respectively)
- Researched newsworthy auto industry news and specs, promoting content accuracy and relevancy

- Edited content for grammar, formatting and adherence to AP style and OEM compliance standards
- Managed between 5-10 high-end dealer group blog accounts concurrently, ideating, creating, and posting on-brand content that supported revenue growth for all dealership profit centers
- Leveraged search engine optimization (SEO) best-practices to drive traffic to and increase engagement with client websites
- Volunteered to onboard new clients utilizing a generator template and wrote for several Canadian accounts during a special project aimed at expanding DDC's market reach
- Partnered with SEO Specialists as needed on time-sensitive escalated work for at-risk clients
- Logged and submitted ticket completion records using Salesforce and Excel

LONG ISLAND WINS, Syosset, NY

March 2017 – May 2017

*Nonprofit Communications Organization***Media-Communications Intern****Assisted Online Editor with daily content production related tasks for longislandwins.org including: attending rallies, lifting quotes, brainstorming article titles, and making final print edits.**

- Monitored immigration and hate-crime related current events to source potential article topics
- Lifted quotes from videos and assisted with video editing
- Proofread & edited digital articles for Online Editor just before publication, ensuring accuracy
- Crafted Social Media Posts alongside Online Editor

WINSTON STAFFING, New York, NY

December 2015 – January 2016

*Staffing Company***Marketing Communications Contractor****Proofread, formatted, and edited a 200+ page print Compliance Guide online.**

- Digitized Dealertrack's print 2016 Compliance Guide using Squarespace.com
- Edited Compliance Guide text for formatting, legibility, and accuracy

DEALERTRACK, New Hyde Park, NY

June 2015 – July 2015

*Automotive F&I Software Provider***Marketing Communications Intern****Assisted Product Marketing Manager with various marketing tasks including but not limited to: reformatting PowerPoint presentations with new logos & branding, conducting keyword research and compiling it in Excel, leading a team of interns to complete a mailing list project, updating Dealertrack's YouTube videos, and moving video content from Vimeo to Vidyad.**

- Interviewed 40+ product marketing executives to assist with restructuring efforts
- Conducted keyword research for automotive dealerships to enhance SEO efforts
- Reformatted over 10 client-facing and internal PowerPoint Presentations to reflect new branding
- Assisted with basic photo edits in Adobe CS and Dealertrack YouTube channel edits
- Migrated dealership marketing videos from Vimeo to Vidyad

VOLUNTEER EXPERIENCE**Meetup.com**, Networking & Event Planning Organization with local chapters

June 2017- Present

Group Co-Organizer & Event Planner

- Organize and host events at local establishments in greater Fort Myers, FL
- Manage digital copy, creating descriptions that engage and inspire attendance
- Collaborate with Co-Organizers regularly to coordinate schedules & post events