

TREVOR NEES

WRITING.
RESEARCH.
SOCIAL MEDIA.

TREVORNEES.COM

CONTACT

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PROFILE

Successful, self-motivated **writer**. Crafter of **data-driven** marketing campaigns and messaging that resonates with audiences. Significant press release and **SEO-friendly copywriting** experience. Accomplished **paid social media** marketer. Highly efficient **web development** and formatting with **HTML** and **CSS** in a **WordPress** environment.

EDUCATION

UNIVERSITY OF OREGON '14
BACHELOR OF ARTS IN HISTORY
MINOR IN POLITICAL SCIENCE
DEAN'S SCHOLAR

CLIFTON STRENGTHS

- Strategic
- Relator
- Individualization
- Context
- Achiever

EXPERIENCE

CONTENT WRITER

WILSHIRE LAW FIRM | NOV 2018 - MAY 2020

- Effectively created, tested, managed, and optimized social media lead generation campaigns with budgets in excess of \$1,000,000; reduced client acquisition costs via social media by 20%.
- Comprehensively studied available public data from Data USA, the CHP, NHTSA, and other sources to develop increasingly effective campaign targeting.
- Produced compelling, SEO-driven content for the company website using SEMRush, AHREF, Screaming Frog, and MarketMuse. Uploaded pages in WordPress with web development and formatting in HTML and CSS.
- Efficiently handled all organic social media channels through Hootsuite. Wrote and Distributed press releases through PR Newswire.
- Thoroughly analyzed all social media advertising KPIs with tools such as Excel, Facebook Ads Manager, Twitter Ads Manager, and LinkedIn Ads Manager.

INSIDERS BUSINESS REPORTER

PAMPLIN MEDIA GROUP | JULY 2016 - JANUARY 2018

- Effectively managed a large portfolio of accounts, producing compelling advertorial and social media content for clients of the Portland Tribune and other papers a total network reach of 100,000+.
- Heavily involved in translating client needs into workflow to create and edit quality website content, as well as conducting interviews of local business owners.
- Drove internet traffic and sales to clients via marketing automation and close review of ongoing campaigns.
- Managed press coverage for multiple sporting events.

SPORTS INFORMATION INTERN

OREGON SCHOOL ACTIVITIES ASSOCIATION (OSAA) | SEPT 2015 - JULY 2016

- Worked closely with the OSAA Sports Information Director, performing data governance audits and compiling record books for state championship events.
- Helped with philanthropic efforts, including social media campaigns for the OSAA Foundation.

REFERENCES

LUDWIG MAKHYAN

ORGANIC AND SEO GROWTH MANAGER | ALMANAC
(617) 820-6664

KAUSTAV ACHARYA

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(858) 444-5150