

GREG REID

Blogs | Web content | Email | White papers

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Skills Summary

I speak human. Clear, persuasive language. Without jargon, clichés, or bullshit. I partner with business owners, coaches, and marketing pros. We create SEO-smart content that solves problems, builds brands and sells stuff.

Experience

ScribblingMadly.com | Content marketer, copywriter, rainmaker 2011—2015; 2016—present.

Create engaging, optimized educational content that resonates with audiences and persuasive copy that drives action. Clients include: Precision Marketing Group, Orange Pegs Media, Maine Today Media, and HIMSS Media.

CIEE – Council on International Education Exchange | Senior Marketing Copywriter, Aug. 2015—Nov. 2016.

Told the story of study abroad and cultural exchange through web content and print, email and social media.

Maine Today Media | Copy editor, 1998-2011.

Crafted and edited **award-winning content** for sports and news pages; researched and wrote content for specialty publications focused on outdoor recreation, small business, education, healthcare and more.

Education

M.F.A., Fiction Writing, George Mason University, Fairfax, Virginia

B.A., English, University of Maine, Orono, Maine

Certified Content Marketer, Copyblogger/Rainmaker 2017, 2018

HubSpot-certified in Content-, Inbound- and Email Marketing

Completed online courses in writing white papers, as well as in conversion, conversational and sales copywriting.

Warm and Fuzzies

- o Coached and managed youth soccer and lacrosse (rec, travel and club) for 12 years
- o Served on board of Portland Area Youth Soccer Association for 8 years
- o Recovering sportswriter and massive fan of boxers (the dog), Bronze Age comics and Americana music