



MARCUS MEARS III

WRITER AND EDITOR 📍 MCKINNEY, TX 📞 (469) 617-1835

◦ DETAILS ◦

McKinney, TX
(469) 617-1835
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◦ LINKS ◦

marcusmears.com

[LinkedIn](#)

[Twitter](#)

◦ SKILLS ◦

Writing

Editing

SEO

Research

Team Leadership

WordPress Proficiency

Adaptable to proprietary CMS

◦ HOBBIES ◦

Cooking

Weightlifting

Playing poker

Building mechanical keyboards

👤 PROFILE

Marcus Mears III is the Reviews Editor for How-To Geek and Review Geek (LifeSavvy Media). He's a lifelong technology enthusiast with over four years of experience developing prose that keeps readers in the know.

With hundreds of articles across a number of tech and lifestyle publications like How-To Geek, Review Geek, MakeUseOf, and iGeeksBlog, Mears' work helps readers around the globe learn to make the most of their devices and software.

📁 EMPLOYMENT HISTORY

Reviews Editor at LifeSavvy Media, Full-Time

March 2022 — Present

I work closely with LSM's Reviews Director, leading a team of freelance writers who cover product reviews of the latest and greatest in the tech and lifestyle worlds for publications How-To Geek and Review Geek (occasionally LifeSavvy).

- Collaborates with the Commerce department to generate 100,000s of page views every week by aiding in the development of Buying Guides. I regularly research and update product choices, supplying readers with the most up-to-date information. Improves on-page SEO and brand authority of guides by linking relevant product reviews, adding FAQ tables and other user-facing elements, and optimizing metadata.
- Provides resources to writers in the development of every article by drafting in-depth, constructive feedback and contributing to the Reviews Dept. style guide.
- Utilizes data from self-made spreadsheets and third-party apps to determine the most-effective content and separate it from underperformers. I apply aggregated data by creating content roadmaps and refining editorial strategy.
- Attends freelancer interviews and assists them in getting their bearings following the initial onboarding process.
- I maintain relationships with a number of contacts in the fields of tech and lifestyle, receiving review offers and accepting embargoed information for our news team.

Senior Editor at iGeeksBlog, Contract

March 2021 — March 2022

I proofread, edited, and updated new and existing iOS/macOS articles to ensure they met quality standards and aligned with the company voice as a Senior Editor at iGB. This position reported directly to the Head of Digital Marketing.

- Generated over 1M page views in my first year of employment by writing, editing, and updating hundreds of articles (editorial features, opinion pieces, guides), reviews, and newsletters.
- Efficiently crafted 6+ pieces of content in one day surrounding WWDC 2021.

Junior Editor at MakeUseOf, Contract

December 2020 — March 2022

Junior Programming Editor: I led a team of 10+ writers who draft Programming content, including guides, project ideas, and specialized lessons.

- Raised Programming section PVs by 40% from Q1 2021 to Q3 2021.
- Handled and shaped pitches from ideation to publishing.
- Edited 10+ articles/week to ensure they matched style guide expectations and supplied readers with the solutions to their problems.

Staff Writer: I worked alongside editors to draft content-packed, succinct articles. As part of the Updates Team, I proofread and edited underperforming articles, injecting them with new life.

Freelance Writer at Freelance

January 2019 — March 2022

I gained experience in B2C/B2B tech and lifestyle copywriting while working with deadlines from multiple active clients.

EDUCATION

Collin College

August 2020

Some college. Studied Computer Science with a focus on front-end web development.

High School Degree, McKinney North High School

August 2015 — March 2019

- Received AP Scholar With Distinction award
- ACT Writing Score: 9

COURSES

Learn React Course, Codecademy

July 2020

Learn HTML Course, Codecademy

May 2019

FAMILIAR SOFTWARE

- G Suite
- Slack
- WordPress
- Semrush/Moz/Ahrefs/AlsoAsked
- Grammarly
- Zoom
- Monday.com

STYLE GUIDE KNOWLEDGE

- Chicago Manual of Style
- AP
- APA