

Gary McCarty

Content Writer & Editor

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Summary

Resourceful writer and editor with over 15 years of experience in content creation, web management, and SEO. Proven ability to research complex topics, optimize web content for search engines (achieving page one rankings), and produce engaging articles and newsletters. Experienced in managing editorial calendars, collaborating with cross-functional teams, and adhering to specific stylistic guidelines. Early career spent in print journalism covering every variety of breaking news event and feature stories of interest for the Santa Monica Independent-Journal and Los Angeles Herald-Examiner.

Work Experience

FREELANCE WEB WRITER, CONTENT PROVIDER, & WEB DEVELOPER, 2021 – PRESENT

CONTENT PROVIDER & WRITER FOR LAW FIRMS, Legalfit.com, 2021 – 2023

- & Produced over 20 highly researched articles weekly for attorney websites, covering intricate legal topics and self-promotion collateral
- & Authored and curated specialized content for employment and benefits law newsletters
- & Created personal websites, including garymccarty.com, mydog.gy, luvsuccess.com, and newsverite.com

WEB CONTENT MANAGER, PERSONNEL CONCEPTS, 2008 – 2021

- & Spearheaded the comprehensive redesign and content migration for www.personnelconcepts.com.
- & Elevated site search engine visibility for primary keywords from page eight to page one of Google rankings
- & Crafted press releases, managed corporate blog and social media presence, and executed editorial responsibilities for external newsletters and B2B compliance manuals
- & Engineered, spec'd, and deployed product descriptions for the online catalog.
- & Facilitated content creation, editorial oversight, and maintenance for the company blog and the e-commerce platform www.laborlawposters-online.com.
- & Conceptualized and drafted white papers regarding U.S. legal and regulatory developments impacting employers
- & Produced the Benefits Law Quarterly print publication using MS Office, Adobe Acrobat Pro, and Adobe Creative Suite (InDesign)
- & Optimized email marketing campaigns by automating and distributing hundreds of communications monthly via Salesforce and ExactTarget.

SEO CONSULTANT AND FREELANCE WEB CONTENT PROVIDER/WRITER, Fusion Enterprises, 2006

– 2008

- ⌘ Consulted on a freelance basis to generate copy and optimize the TerraUniversal.com website during a major product portfolio expansion and site redesign
- ⌘ Implemented technical SEO strategies including keyword research, title tags, H1/H2 header structures, metatags, and alt-tag optimization
- ⌘ Evaluated marketing effectiveness through comprehensive web traffic analysis and statistics
- ⌘ Devised new product sections to broaden the company's digital catalog
- ⌘ Authored professional copy for a diverse range of media outlets

Communications Specialist and Web Content Editor and Manager, United Teachers Los Angeles (UTLA), Los Angeles

2001 – 2005

- ⌘ Selected from a competitive field to represent a union of 48,000 Los Angeles Unified School District employees; collaborated with PR teams to execute outreach and communications plans
- ⌘ Assumed primary accountability for the coordination, editorial direction, and management of all web content
- ⌘ Partnered with union executives to monitor critical issues and disseminated timely information via articles and photography
- ⌘ Orchestrated cross-functional collaboration as a web writer, editor, and project manager
- ⌘ Directed the successful, dual redesign of the UTLA.net website
- ⌘ Investigated and composed feature articles for the United Teacher print publication

Area Chair in Communications (UOP); Practitioner Faculty and Adjunct Faculty, Online Instructor, The University of Phoenix/UOP Online & AIU Online

1999– 2008

- ⌘ Instructed courses in writing, business communications, sociology, and history, adhering to strict course objectives and developing detailed lesson plans
- ⌘ Mentored students by utilizing diverse teaching methodologies tailored to individual learning styles
- ⌘ Refined curricula guidelines and lesson plans to incorporate adult-learning strategies for improved student outcomes

Managing Editor & Webmaster, Trade News International/HVACR News, Toluca Lake, CA 1995 – 2001

- ⌘ Revitalized the publication and web platform, transforming it into a modern, industry-leading resource to drive reader engagement and advertising revenue
- ⌘ Formulated long-term and short-term editorial strategies, managed news budgets, and oversaw publication design and layout
- ⌘ Recruited and mentored writing and photography staff while coordinating with the production department to modernize the trade publication
- ⌘ Increased industry visibility through active networking at trade shows and conferences.
- ⌘ Delivered professional presentations at industry trade shows
- ⌘ Managed and redesigned the company website using HTML and ColdFusion

Education

Master of Arts, Journalism, The University of Southern California

Master of Arts, American History, Bachelor of Arts, History, California State University Long Beach