

# GREG REID

Blogs | Web content | Email | White papers

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## Skills Summary

I speak human. As in 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 dogs), Bronze Age comics and Americana music