

# GRAYSON CLARK BEANE

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## SUMMARY

Versatile and results-driven writer with a strong background in inter-company communications and content development. Proven success as an investigative research writer, with experience contributing to large-scale SEO analysis and comprehensive website rewrites aimed at enhancing client storytelling and online visibility.

## SKILLS

- B2B & B2C
- Sharepoint Organization
- Google Ads
- Adobe Analytics
- Script Writing
- Proofreading
- SEO
- Microsot Suite
- Google Analytics
- JIRA
- Audio Editing
- Content Analysis

## WORK EXPERIENCE

### Nerds and Nachos

Owner/Brand Manager/ Creative Director • January 2024 - Present

- Created daily graphics and short form videos for social media.
- Recorded and edited weekly podcast episodes ranging in times with a variety of editing software.
- Wrote, proofread, and edited weekly scripts for podcast episodes as well as scripting for short form videos.
- Analyzed data to determine which episodes and posts performed the best to tailor content and increase reach.
- Edited all short form video to meet high quality standards. Worked with multiple editing software and techniques to deliver best viewer experience.
- Proofread all content before publishing to ensure grammar is correct and any statements made are accurate.

### Global Logic

Writing Analyst • August 2025 - Present

- Coordinated with teammates to determine the best use of grammar and best practices when developing written responses.
- Ensured all required priorities were met within the time limit provided by employer.
- Analyzed data received from written responses to determine what could be improved by team and worked to implement strategies to deliver those improvements immediately.
- Fostered communication between teams to ensure written internal and external communications are presented at the highest level.
- Proofread all content before publishing to ensure grammar is correct and any statements made are accurate.

### Wells Fargo

Meeting Coordinator and Project Manager • March 2023 - July 2024

- Coordinated and facilitated cross-functional meetings, ensuring clear agendas, timely follow-ups, and documentation.
- Maintained a professional workspace and atmosphere by ensuring that all required parties were attending.
- Managed multiple concurrent projects from initiation to completion, tracking milestones and ensuring deadlines were consistently met.
- Created centralized communication hubs between departments to streamline and organize communication, effectively minimizing project delays.
- Analyzed data to determine the success of meetings and implementation of strategies put in place.
- Proofread content before publishing for internal and external communications to ensure it met all guidelines put forth in meetings.

### Freelance

Content Writer and Manager • June 2015 - Present

- Providing strategic content writing and editorial services to a diverse portfolio of clients across industries, including tech, lifestyle, CPG, finance, and gaming.
- Managed full content lifecycles for client projects-from ideation and research to writing, editing, proofreading, and publishing-often under tight deadlines.
- Collaborated with Executive and UX teams remotely, maintaining clear communication, timely delivery, and adaptability to different brand voices.
- Conducted keyword research and implemented on-page SEO best practices, leading to up to 70% improvements in organic site traffic and search rankings.
- Developed high-performing, strategically-targeted Google Ads content that supported SEO objectives while reinforcing cohesive brand storytelling.
- Generated SEO best practices procedures for start-up clients and established clients looking to continue success of SEO strategies implemented while working directly with them.
  - Notable clients include Bank of America, Prisoner Transport Services of America, Schleich Toys, HABA Toys, GameRant, Melwood Organization, and Mylestoned LLC.

### Lenovo

Content Writer and Strategist • April 2021-June 2022

- Crafted high-quality SEO-optimized articles and landing pages for umbrella brands and products layering in to and aligning with the overall Lenovo strategies and business goals.
- Manage multiple brand-focused landing pages with content plans and strategies to ensure high clickthrough and visibility.
- Maintained strict adherence to brand guidelines while aligning content strategy with overall marketing goals, ensuring consistent voice and messaging across platforms and audiences.
- Collaborated with merchandisers to present and implement content strategies focused on optimization and bottom-line conversion improvement.
- Collaborated with freelance writers to proofread and fact check content before publishing for internal and external audiences.
- Partnered with the UX team to create content tailored to enhance website navigation and flow, ensuring an optimal user experience on both desktop and mobile devices.
- Analyzed data with GA4 and Adobe Analytics to determine where traffic was coming from and how to keep users engaged on the site.

## EDUCATION

### Master of Fine Arts in Creative Writing

Full Sail University • 2018-2019

### Bachelor of Arts in History

Appalachian State University • 2012-2016