

# Gerard Smith

SENIOR CONTENT WRITER

## Details

248 Duffield St  
Brooklyn, NY, 11201  
313-244-7125  
[gvsmith4@gmail.com](mailto:gvsmith4@gmail.com)

## Links

Gerard's Portfolio  
[LinkedIn](#)

## Skills

Content Writing

Copywriting

SEO Writing

Editing and Proofreading

Interviewing & Research

Microsoft Office

Final Cut Pro

Adobe Express

## Volunteer Work

Team Leader, New York Cares

- Trained and led 40 total volunteers during the 2024 9/11 Day of Service event at the Intrepid Museum where two million healthy meals were packed for food banks like City Harvest.

Sponsorship Manager, Nice Matters Foundation

- Secured sponsorships from numerous small businesses in Michigan for a 2021 charity golf event, helping to raise over \$30,000 for testicular cancer prevention and research.

## Profile

Versatile writer and editor with more than six years of experience turning complex ideas into compelling stories across business, tech, music, and sports. From driving millions of views through articles and social content to shaping the voice of major brands, I'm eager to bring my creative energy to a cutting-edge startup.

## Employment History

### Content Copywriter, Dentsu Creative, New York City

NOVEMBER 2024 — PRESENT

- Created two eBooks and an infographic for **Honeywell** exploring the digital transformation of the life sciences and defense sectors. Interviewed subject matter experts and did deep research to collect insights, identify trends, and incorporate real-world stats and case studies into the content.
- Wrote high-performing copy for **Adobe** product campaigns, such as generative AI feature launches in Adobe Firefly, Photoshop updates announced at Adobe MAX London 2025, and the Adobe Express x Major League Baseball (MLB) partnership, boosting engagement across social, web, and email.

### Senior Editor, IMGN Media / Warner Music Group, New York City

MARCH 2020 — MAY 2024

- Established The Savage Post on Snapchat as a top news source for fans of music and internet culture by pitching, writing, and designing in-depth articles and lists for **1.8 million subscribers** and tens of millions of unique viewers.
- Revamped the official website (daquan.tv) for the Daquan social media brand followed by the likes of Drake and Justin Bieber, publishing five articles per day, drafting A/B headlines, and advising on site design and SEO strategy.
- **Earned more than 10 million total views** on TikToks, YouTube Shorts, and Snapchat videos exploring artist announcements and trends, while amassing 120,000 earned followers and inspiring creativity among my peers.
- Stretched the Daquan brand to **10,000 newsletter subscribers**, writing and assembling four interactive digests per week that covered bubbling stories in music, sports, viral entertainment, consumer tech, and fashion.
- Strengthened partnerships with **Atlantic Records, ADA Music, Afterpay, and Apex Legends**, developing content ideas and meeting fast deadlines for sponsored articles and social posts aligned with key messages.

### Account Executive, BCW Global, New York City

OCTOBER 2018 — DECEMBER 2019

- Landed numerous news placements and tens of thousands of impressions for B2B tech clients, working with team leaders in an editorial environment that launched agile earned media strategies and custom byline articles.

### Business Development Associate, Spartan Innovations, East Lansing, MI

SEPTEMBER 2015 — MAY 2018

- Consulted the snack brand Brite Bites on their investor pitch deck, helping them secure seed investments; launched the official blog for The MSU Hatch featuring thought leadership, interviews, and lists focused on student entrepreneurship.

## Education

### Bachelor of Arts, Michigan State University, East Lansing, MI

SEPTEMBER 2014 — MAY 2018

B.A. in Advertising Management & Media with a minor in Public Relations