

Christopher McConaghey

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honestmanmedia.com

Experience

Freelance Digital Marketing Consultant - Acculus, Inc.

Aug. 2023 – Current

- Revamping existing website by curating more engaging content, SEO-friendly text, intuitive graphics, internal hyperlinking and more
- Assisting with business-to-business marketing through email, business cards and pamphlets
- Providing marketing direction and assistance as needed

Digital Marketing Specialist - FireResQ, Inc.

May 2015 – June 2023

- Lead content manager for multiple large e-commerce websites, creating daily pictures, videos, text and graphics to further company branding
- Increasing organic website traffic through implementing SEO and web-based text on product landing pages
- Writing informative and review-based articles to boost online views to existing blogs, as well as social outlets

Reporter/Staff Writer - Northwestern University

July 2019 – Nov. 2019

- Recipient of the 2019 Gary Comer Science and Education Foundation Scholarship for Health, Environment and Science Journalism at Northwestern University
- Working on breaking news, local events, beat reporting, and national news stories for publishing
- Creating and designing media for online web stories, including interactive maps, charts, and graphics

Reporter/Staff Writer - University of South Carolina

Jan. 2018 – May 2018

- Recipient of a 2018 Burton U.S. Open Snowboarding Championship Media Credential pass, located in Vail, Colorado
- Conducting interviews of business executives, city chamber of commerce members, environmental activists, university professors and more to produce weekly current events news stories
- Supporting ESPN-U production team by helping with a live broadcast of a featured WNCAA basketball game

Education

Northwestern University - Medill School of Journalism, Media, Integrated Marketing Communications 2019

Master of Science in Health, Environment and
Science Journalism

University of South Carolina - School of Journalism and Mass Communications

2014 – 2018

Bachelor of Arts in Journalism and Mass
Communications

Applicable Skills

- Adobe Creative Suite including Premiere Pro, Photoshop, Lightroom, InDesign, and Adobe Stock licensing
- SEO copywriting through utilizing key search terms, data and trends
- Social media, including YouTube, tailoring platforms for maximum views and exposure with informative content
- Photography and videography
- Shopify and SquareSpace e-commerce platforms
- Digital strategy and website design
- Reporting, writing and publishing content for news purposes