



# MARCUS MEARS III

## SUMMARY

Marcus Mears III is a Consumer Tech Editor and WGAE member with over 5 years of experience developing prose that keeps readers in the know. He has a proven track record in creating high-performing hands-on Reviews, Buying Guides, and Deals content for top tech publications including TechRadar, How-To Geek, and MakeUseOf. Mears is passionate about teaching readers to make the most of their devices and software and guiding them to the perfect product.

## SKILLS

- Crafting eye-catching, effective headlines
- SEO/GEO & Audience data analysis
- Live blog reporting
- Deal hunting
- Commerce & Affiliate strategy
- Product testing & hardware coverage
- Commissioning freelancers
- Familiarity with Asana, Trello, Airtable, Monday
- Product photography & image editing
- Weaving EEAT signals into writing

## EDUCATION & CERTIFICATIONS

### Associate of Science

Computer Science  
Collin College, McKinney, TX  
Some College

### Certificate of Completion

Learn HTML Course  
Codecademy

## EXPERIENCE

### COMPUTING REVIEWS AND BUYING GUIDES EDITOR

TechRadar | New York, New York (Remote) | July 2024 - January 2026

- Led Computing Reviews and Buying Guide coverage. Coordinated with PR, assigned stories to staff writers and freelancers, and edited final drafts. Identified and updated key buying guides with first-person, experience-led copy monthly
- Created over 50 Discover-friendly Deals posts (Spotlights, Roundups, Collections, Live Blogs) during key sales events like Black Friday and Amazon Prime Day
- Wrote the #8 best performing deal across all of TechRadar's Prime Day 2025 coverage
- Regularly met with Audience team to discuss performance data and identify areas of improvement

- Led portion of weekly Computing meeting to present Review and Buying Guide trends
- Drafted Features, Op-Eds, and News pieces for evergreen and sponsored content
- Directly commissioned freelancers for articles and updates
- Managed product inventory sheet in Airtable
- Attended CES 2026 for Computing section

## BUYER'S GUIDES EDITOR

*MakeUseOf | Remote | March 2023 - May 2024*

- Wrote and edited commerce content including Buying Guides, Collections, Reviews, and Versus comparisons
- Boosted Buying Guide affiliate revenue by over 10% within the first three months of tenure by implementing content pyramid system
- Analyzed KPIs of existing commerce content to guide future coverage
- Identified update and redirect targets based on audience data
- Spearheaded transformation of the Buyer's Guides template into a sleek, user-friendly Buyer's Guides Light layout
- Employed on-page SEO techniques and improved the overall UX, leading to increased conversion rates

## REVIEWS EDITOR

*LifeSavvy Media | Remote | March 2022 - March 2023*

- Wrote, assigned, and edited 4+ product Reviews weekly for How-To Geek and Review Geek
- Collaborated with Commerce dept. to develop Buying Guides and daily newsletter. Regularly researched and updated product choices, supplying readers with the most up-to-date information
- Improved on-page SEO and brand authority of Buying Guides by linking relevant reviews, improving EEAT signals, adding FAQ tables, and optimizing metadata
- Drafted in-depth, constructive feedback for writers and contributed to Reviews Dept. style guide
- Analyzed audience data to determine the most effective content and separate it from underperformers
- Attended freelancer interviews and assisted them following the initial onboarding process
- Maintained relationships with PR contacts in tech and lifestyle, receiving review offers and accepting embargoed information for news team