



# MARCUS MEARS III

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## Summary

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- Consumer Tech Editor and WGAE member with over five years of experience in digital publishing
- Expertise in writing and editing high-performing news, reviews, and buying guides in Tech and Gaming with effective hooks and key information
- Success in leading teams of freelance and in-house writers
- Proven ability to create Discover-friendly stories with experience-led copy and an unwavering voice, sans AI

## Skills

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- Writing and editing news, features, reviews, buying guides, and deals posts
- Crafting eye-catching, effective headlines
- SEO/GEO
- Performance data analysis
- Adapting to new CMS and style guides
- Live blog reporting
- News tracking
- Commissioning freelancers
- Familiarity with Asana, Trello, Airtable, Monday
- Product photography

## Experience

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TechRadar

### Computing Reviews and Buying Guides Editor

07/2024 - 01/2026

- Coordinated gaming PC, laptop, monitor, and peripheral reviews and buying guide updates with staff writers, freelancers, and PR
- Wrote Discover-friendly features, op-eds, and news stories for evergreen and sponsored content
- Provided on-the-ground coverage of CES 2026 for the Computing section
- Identified story opportunities and commissioned freelancers for articles and updates
- Created Deals posts (Spotlights, Roundups, Collections, Live Blogs) during key sales events like Black Friday and Amazon Prime Day

MakeUseOf | Remote

### Deputy Editor, Buying Guides

03/2023 - 05/2024

- Oversaw production of commerce content including Buyer's Guides, Collections, and Versus comparisons
- Guided the transformation of Buyer's Guides template into a sleek, user-friendly Buyer's Guides Light layout, boosting affiliate revenue by over 10%
- Analyzed KPIs of existing commerce content using Google Analytics to guide future coverage

LifeSavvy Media | Remote

### Reviews Editor

03/2022 - 03/2023

- Wrote, edited, and coordinated reviews and buying guide updates for How-To Geek and Review Geek
- Spearheaded creation of reviews program at How-To Geek
- Led a small but motivated team of freelance reviewers - provided constructive feedback, contributed to the style guide, and assisted with onboarding procedures

## Websites & Social Links

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- <https://marcusmears.com/>
- <https://www.linkedin.com/in/marcus-mears-iii/>