

Marcus Mears III

Commerce Editor, Tech

469-617-1835

mearsediting@gmail.com

www.marcusmears.com

Professional Summary

Accomplished Commerce Editor and WGA member with over 5 years of experience developing prose that keeps readers in the know. Proven ability to create high-ranking reviews, buying guides, deals, news, and features on all things consumer tech. Comfortable collaborating with others and working independently in a variety of settings including audience development, commissioning and training writers, and covering industry events.

Key Skills

- Commerce Writing & Editing
- Discover-friendly headlines
- SEO & GEO
- Performance data analytics
- AP Style
- First-person reviews, buying guides, deals
- Recruiting & training writers
- Seamless internal linking
- Fast-paced time management
- Live blogs
- Airtable, Asana, Trello
- EEAT signals

Experience

SlashGear - News Writer (Freelance)

April 2026 - Present

- Writes 2-4 tech news stories daily
- Collaborates with editors and Aud Dev. team to optimize headlines
- Tracks and pitches news, deals, and gift guides

TechRadar - Computing Reviews and Buying Guides Editor (Full-time)

July 2024 - January 2026

- Updated 4-6 Buying Guides per month with first-person copy and expert analysis, raising organic and affiliate revenue by over 12%
- Coordinated and wrote 5+ reviews monthly on PCs & peripherals
- Regularly contributed to Live Blogs during key events like Windows 10 End of Life and Amazon Prime Day, capturing over 2M page views in 2025

- Covered PC news, features, and deals weekly, including coverage of tentpole events like Black Friday and Cyber Monday
- Presented weekly data analytics (Parse.ly, Marfeel, GA) roundup in team meetings
- Recruited, commissioned, and edited for freelance and in-house writers
- Provided on-the-ground coverage of CES 2026 for the Computing section

MakeUseOf - *Buying Guides Editor (Full-time)*

March 2023 - May 2024

- Oversaw production of commerce content including Buyer's Guides, Collections, and Versus comparisons
- Guided transformation of Buyer's Guides template into 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 - *Reviews Editor (Full-time)*

March 2022 - March 2023

- Wrote, edited, and coordinated 5+ reviews weekly for How-To Geek and Review Geek
- Spearheaded creation of Reviews program at How-To Geek
- Collaborated with Commerce Dept. to update buying guides with new reviews
- Led a small but motivated team of freelance reviewers – provided constructive feedback, contributed to the style guide, and assisted with onboarding procedures

Education

Collin College, McKinney TX - *A.S, General Studies*