

Marcus Mears III

Editor, Consumer Tech

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Professional Summary

Accomplished Editor and WGAE member with over 5 years of experience developing prose that keeps readers in the know. Proven ability to create high-ranking news, features, reviews, and buying guides in the tech and gaming spaces. 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

- News Writing & Editing
- Reviews, buying guides, deals
- Discover-friendly headlines
- SEO & GEO
- Performance data analytics (GA, Parse.ly, Marfeel)
- Setting & approving commissions
- Recruiting & managing writers
- Seamless internal linking
- Fast-paced time management
- Live blogs
- Airtable, Asana, Trello
- Forming relationships with PR

Experience

Static Media - News Writer

April 2026 - Present

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

TechRadar - Computing Reviews and Buying Guides Editor

July 2024 - January 2026

- Updated 4 Buying Guides per month with first-person copy and expert analysis, raising organic and affiliate revenue by over 12%
- Coordinated, wrote, and edited 4-6 reviews monthly on PCs, laptops, and peripherals

- Regularly contributed to Live Blogs during key events like Windows 10 End of Life and Amazon Prime Day, generating millions of page views
- Covered PC news, features, and deals weekly (including coverage of tentpole events like Black Friday)
- 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*

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*

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*