

# Reuben McClymont | Content Marketing Specialist

Detail-oriented Content Marketing Specialist working in the technology industry at ViewSonic. Skilled in crafting compelling messages through copywriting, content management, SEO, and A/B testing to enhance engagement and boost brand visibility. Seeking to advance marketing career within fast-paced environments, leveraging creative and analytical skills to drive success.

## CONTACT

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- 🌐 [Portfolio](#)
- 🌐 [LinkedIn](#)

## SKILLS

- Copywriting
- Blogging
- Social Media
- Graphic Design
- CMS
- SEO
- Ecommerce
- Market Research
- Reporting
- Data Visualisation

## LANGUAGES

- English (Native)
- Mandarin (Intermediate)

## INTERESTS

- Arts
- Travel
- Fitness

## ACHIEVEMENTS

- Completed working gap year in Taiwan amidst the pandemic.
- Addressed racial inequity on prime-time BBC TV and radio in 2020.
- Completed AIESEC Global Volunteer program in 2019.
- Ranked top 2% in university Management Development Program.

## EXPERIENCE

### Global Content Marketing Specialist, ViewSonic Corporation

*Jun, 2023 – Current • Taipei, Taiwan*

- Write persuasive blogs, thought leadership articles, e-commerce copy, case studies, sales sheets, and brochures for technology industry B2B and B2C audiences across Education, Corporate, Creative and Gaming sectors.
- Utilise writing, design, SEO, and analytics to optimise content across digital channels to achieve marketing objectives and enhance brand visibility.
- Execute integrated marketing communication plans through producing social media, corporate communications, press releases, and video scripts content.
- Collaborate with UX designers, utilising Figma, for precise copywriting and optimization of user experiences across landing pages and email campaigns.

### Digital Marketing Executive, Toucan Ecommerce (Agency)

*Aug, 2022 – May, 2023 • London, England*

- Executed full-funnel strategies for the William Grant & Sons account across 5 markets, overseeing SEO copywriting, localisation, and PPC advertising.
- Led a category-leading Q4 content overhaul for WG&S Hero SKUs, boosting conversion rates via A/B testing, keyword research, and competitor analysis.
- Created Looker Studio and Skai dashboards for clients to present sales and content performance reports on a weekly, monthly, and quarterly basis.
- Contributed to +117% follower and +80.6% engagement YoY growth on LinkedIn, with a 73.3% higher average engagement rate than page averages.

### English Teacher, SHANE & Magic English

*Oct, 2020 – Mar, 2022 • Taichung, Taiwan*

- Exceeded learning goals for pre-A1 to B2 CEFR level classes, maintaining a high student-retention rate.
- Completed a 1 week intensive TEFL for Children and Adult learners course.
- Streamlined administration by introducing Google Classroom and Class Dojo.

### Mayor's Office Intern, Highland Council

*Apr – Sep, 2017 & May – Aug, 2018 • Inverness, Scotland*

- Assisted in planning and promoting high-profile civic events, supporting seamless execution and effective community engagement.
- Enhanced official documents and correspondence with politicians and key industry and community figures through meticulous proofreading and editing.
- Managed communication, design, and procurement efforts with vendors to create civic gifts and collateral aligned with Town House brand identity.

## EDUCATION

### 1<sup>st</sup> Class BA (Hons) Marketing, Strathclyde Business School

*Sep, 2016 – Jul, 2020 • Glasgow, Scotland*

- Dissertation: Strategies for Mitigating Luxury Brand Dilution.
- Member of Photography, Business, and Alternative Economic societies.

## CERTIFICATIONS - LINK

### **LinkedIn Learning**

- Content Marketing Foundations
- Email and Newsletter Marketing Foundations
- Online Marketing Foundations
- Social Media Marketing Foundations
- Email and Newsletter Marketing Foundations
- Advanced Google Analytics
- SEO Foundations
- Advanced SEO: Developing an SEO-Friendly Website
- Google Ads Essential Training
- Become a User Experience Designer
- Advance Your Skills as a User Experience Researcher
- Become a Graphic Designer
- InDesign 2021 Essential Training
- Illustrator 2021 Essential Training
- Figma Essential Training: Collaboration

### **Amazon**

- Amazon Advertising Campaign Planning
- Amazon Advertising Foundations
- Amazon DSP Campaigns
- Amazon Retail for Advertisers
- Amazon Sponsored Ads

### **Semrush**

- Keyword Research Course
- SEO Fundamentals Course
- Technical SEO

### **Others**

- Google Fundamentals of Digital Marketing.
- Inbound Marketing – HubSpot
- 120 Hour Advanced TEFL: 94% Grade
- Boston Consulting Group Design Virtual Experience Program
- Sydney Romantics Design & Branding Virtual Internship
- AIESEC Global Volunteer: Taipei, Taiwan