

HARRY MACKIN

WRITER & EDITOR

PROFILE SUMMARY

I am a professional copy editor and content manager with years of experience writing, editing, and proofreading a wide variety of digital copy. As a content manager, I maintain a house style guide and manage the work of a staff of writers, proactively and collaboratively guiding their work to ensure goals and deadlines are met.

My career has taught me to be independently organized and to manage the time and resources of my department carefully. As a result, I've developed an the ability to write and edit copy quickly and accurately without sacrificing creativity or voice.

PROFESSIONAL SKILLS

- Creative writing
- Copywriting
- Editing and writer management
- Proofreading
- Twine
- Game and movie critique

EDUCATION

University of Minnesota – Twin Cities

Bachelor of Arts: English Literature & Philosophy
(Creative writing emphasis)

CONTACT

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WORK EXPERIENCE

Content Manager

Gemini Advanced Marketing Solutions (Formerly Gruen Agency)
(2016-Present)

- Develop and implement strategic digital content programs for a wide variety of clients.
- Develop marketing target "personas" based on demographic analytics derived from Google, Facebook, Twitter, SEMrush and other tools to guide ongoing strategies.
- Monitor content program performance using tracking software and gather engagement data in order to better optimize content strategies over time.
- Manage staff and freelance copywriters, and work closely members of other departments.
- Conceive of, research, draft, edit, and publish a large volume of diverse digital content, including videos, blogs, web pages, white papers, press releases, and more.
- Manage all production of copy-based web content using Microsoft Excel, Google Drive Wordpress, Basecamp, and other management tools.

Writer

Freelance Media Criticism (2016-Present)

Write freelance criticism on videogames, movies, television, and culture. Published at a wide variety of outlets, including Vice's Waypoint, Vox Media's Polygon, ZAM.com, Paste.com, Unwinnable magazine, and more.

Game Designer

Blowdart Games (2019-Present)

- Created "Décorum," a cooperative logic puzzle game for two players that focuses on the communication (or lack thereof) between two cohabitants. This game was nominated for the Best Tabletop Award at IndieCade 2019 and is being published by Floodgate Games in 2021.

Contract Proofreader and Copy Editor

The Creative Group (2015-2016)

- Freelanced as a contract copy editor and proofreader, producing a high volume of copy for a wide variety of professional clients.

Editorial Intern

Game Informer Magazine (Summer 2014)

- Worked with Game Informer staff writers to research, draft, edit, and publish daily videogame new articles, cultural pieces, and previews.
- Worked closely with staff members to develop and refine editorial voice.
- Interviewed game developers for a preview piece featured in the magazine.
- Copyedited, proofread, and provided feedback on staff editor and intern articles.