

CYNTHIA MCCLUNG

OH - Sandusky, OH 44870 | 419-656-4922 | Cynthia@CynthiaMcClung.com

Websites, Portfolios, Profiles

- www.CynthiaMcClung.com
- www.linkedin.com/in/cynthia-mcclung

Professional Summary

Dynamic professional with proven marketing & writing skills that modify behavior to achieve a desired result. Contributes to growth, profit, & the achievement of team goals. Able to plan, prioritize, motivate, & steer while retaining a focus on big-picture goals.

Skills

- Strategy Development & Execution
- Market Intelligence & Research
- Project Management & Deadlines
- Creative Marketing
- SEO-Search Engine Optimization
- Microsoft Office-Word-Loom-Google Office

Work History

Lifestyle & Travel Writer

Sep 2022 - Current

Cynthia McClung, LLC

Sandusky, OH

- Produce original & creative content that has increased audience.
- Conduct research to identify audience demographics & interviews for story development.
- Format copy to align with project-specific guidelines & editorial process, with attention to the deadline.

Outside Sales Representative

Jul 2019 - Jun 2023

DeLille Oxygen-NyeCo. Gas Division

Columbus, OH

- Contributed to profitability by aligning sales strategies with market trends.
- Recipient of 2021 & 2022 Outstanding Sales Award for sales performance & commitment to excellence.

Advancement and Development

Apr 2009 - Aug 2018

Sandusky Central Catholic School

Sandusky, OH

- Researched, wrote & edited marketing material, social media posts, website, newsletters, press releases, grants, annual reports, scripts for presentations & events, and correspondences from school President & other school executives.

Education

Bachelor of Science: Psychology

May 1997

Heidelberg University

Tiffin, OH

Associate of Arts

May 1995

Bowling Green State University

Bowling Green, OH