

Chris Irby

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About

Writer, editor, and utter nerd with 20+ years of experience in writing/editing web copy, blog posts, and press releases, as well as SEO/SEM, digital marketing, and social media marketing. When not working, I spend my time writing plays, hanging out with other pedants, and working on my mixology skills.

Education

Texas Tech University Lubbock, TX
BA English (Technical Writing) w. Minor in Computer Science

Work Experience

Jan 2024 - Present **Mainland** Chicago, IL
Content Editor (Remote)

Edited 50–80 articles weekly for the company's clients and its subsidiary publications, including 1851 Franchise, ESTATENVY, Room 1903, and StacheCow. In addition to editing, I wrote 8–15 articles per week, producing think pieces, business profiles, industry news stories, interviews, press releases, and listicles. I also conducted 5-10 interviews each week with franchisees, franchisors, and industry experts to support original reporting and editorial content.

May 2021 – Dec 2023 **The NUANCE Agency** Dallas, TX
Writer + Content Lead

Provided content support for several clients, including 80/20, VigiLife (formerly Sentinel Occupational Safety), and Plascene. My work included writing and editing web copy to ensure clarity, grammatical accuracy, and search engine marketing optimization; researching and writing monthly blog posts; collaborating with clients to produce newsletters, investor reports, and other monthly emails; and writing and editing press releases, special announcements, and other business communications.

Nov 2002 – Dec 2023 **Self-Employed** Dallas, TX
Freelance Writer/Editor

Wrote web copy, technical documents, and press releases for several local businesses in the Dallas–Fort Worth area, including Prestonplace Counseling, Law Offices of Joseph Legere & Associates, Amici Signature Italian, TentMister LLC, and Smart City. I also ghostwrote a number of articles on search engine optimization and marketing, which were published on the Multichannel Merchant and Practical eCommerce websites.

In addition, I edited A Comprehensive Dual Bibliography of James P. Blaylock and Tim Powers (ISBN 0976748606), published by Argent Leaf Press in 2012. I also co-wrote several plays with Sean Freeman that were produced by Pocket Sandwich Theatre in Dallas, including The Captain Phantasm Trilogy, The Final Adventure of Hercules, and The Legend of Deadeye Mary.

Aug 2009 – Apr 2019 **Thryv/Dex Media** Dallas, TX
Manager – Digital Content (Oct 2013 – Apr 2019)

Managed a team of two specialists and more than 200 freelancers responsible for delivering social media content to over 15,000 clients each month. I proposed and built business cases for CMS improvements that reduced average job turnaround time from five days to one day and enabled content reuse, resulting in estimated savings of \$90,000 to \$100,000 per month. Additionally, I authored style guides and user manuals to support freelance writers and editors.

Work Experience (cont'd)

Brand Content Manager (Jun 2012 – Oct 2013)

Wrote and updated content for the company website to shift the brand identity from a "100-year-old phone directory company" to a "cutting-edge digital marketing company." I collaborated with product managers, the marketing communications team, and other departments to ensure all B2B content was accurate and aligned with the new branding. I also managed the corporate blog and monthly newsletter.

SEO Copywriter (Aug 2009 – Jun 2012, Contract)

Wrote articles on a variety of subjects (Accounting, Auto Repair, Painting, etc.) for Superpages.com SuperTips, incorporating popular search terms to optimize the pages for search engine rankings.

Jan 2012 – Aug 2013 Argent Media Coppell, TX Online Content Provider (Contract)

Wrote articles, press releases, and Wikipedia entries to assist with online reputation management of clients.

Apr 2009 – Apr 2011 KeyRelevance Dallas, TX Tech Writer/Copywriter (Contract)

Wrote technical documents, press releases, and blog posts.

Nov 2006 – Oct 2008 SuperMedia Dallas, TX SEO Copywriter (Contract)

Wrote original content for Superpages.com City Guides, creating articles for cities, states, and events or attractions while incorporating popular search terms to optimize pages for search engine rankings. I worked with the design team on the development and testing of KeyMart, an application for editing, reviewing, and maintaining mappings between keywords and saleable categories, and also wrote documentation and online help for the application. Additionally, I collaborated with the Taxonomy team to remap and consolidate the list of saleable categories.

Nov 2004 – Sep 2006 Pizza Hut Dallas, TX Technical Writer (Contract)

Oct 1994 – Oct 2002 Brinker International Dallas, TX Senior QA Analyst (May 2001 – Oct 2002) Technologist (Jun 1999 – May 2001) Software Configuration Specialist (May 1997 – Jun 1999) XcelleNet Administrator (Oct 1994 – May 1997)

References

[Available upon request.](#)