

John Curran

Technical Copywriter & B2B Content Strategist

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Summary

Specialist in high-stakes technical content for RF labs, industrial OEMs, and compliance-driven service firms. Produces rankable longform assets from spec-level inputs, often without SME access or full-stack support. Fixes failing SEO programs, builds modular editorial systems, and drives measurable results in overloaded or early-stage environments.

Experience

Lead Copywriter	Focus Digital
Aug 2024–Present	Content execution lead for B2B tech and industrial
<ul style="list-style-type: none">Assigned the agency’s most technical and ambiguous clients, including RF testing labs (EMC/EMI certification), industrial die-cutting fabricators, impact-rated bollard manufacturers, and crypto-adjacent wealth consulting firms.Drove net-new customer acquisition within 90 days for an RF testing lab by creating longform regulatory content aligned to international EMC compliance search demand — likely contract value: \$25K–75K+ per client.Converted bottom-funnel SEO for auto dealerships into in-market behavior, including verified lead traveling 45+ minutes for vehicle inquiry traced directly to authored content.Handles six active verticals simultaneously; content mix includes landing pages, industry guides, and lightly gated white-paper frameworks.	
Principal Strategist & Lead Copywriter	Lear Marketing (Freelance)
2009–2024	Self-directed consultancy for technical/B2B clients
<ul style="list-style-type: none">Delivered content across advanced technical domains: electric aircraft propulsion (SAE), DOE-sponsored solid-state lighting outreach, and machine shop service positioning.Built modular SEO programs and content systems for founders and technical stakeholders with no ICP, GTM framework, or marketing ops — templated briefs and editorial structures now used across vendor ecosystems.Achieved top SERP placement for comparative vehicle model content, regardless of inventory, for regional dealer groups.Presented Ahrefs- and SEMRush-informed content strategy to non-marketing stakeholders as part of retainer retention and repositioning.	
Technical Copywriter	First Page Sage
2021–2022	High-volume SEO and Thought Leadership Content
<ul style="list-style-type: none">Produced ~20 articles/month across HVAC systems, solar energy, and advanced building materials; formats included blog posts, 5K-word spec guides, and CEU coursework.Authored a complete HVAC system specification guide for commercial contractors, used as both educational resource and lead gen magnet.Interfaced directly with clients and SEO strategists to convert technical input into discoverable, conversion-aligned content.	

Contract Copywriter	Toyota (via Agency)
2014	Internal enablement for national sales rollout
<ul style="list-style-type: none">• Authored competitive comparison brochures (e.g., Tundra vs. F-150) for dealer training and sales floor readiness.• Flagged pre-launch spec error in 2015 Tacoma cargo dimensions, avoiding \$100K+ print error and preserving credibility for flagship midsize launch.	
Lead Content Strategist	eBay
2011	Staff role supporting feature rollout communications
<ul style="list-style-type: none">• Wrote email sequences for product launches, including pilot program for off-site inspection of high-value items (vehicles, large equipment).• Balanced technical clarity and behavioral influence across buyer/seller campaigns, integrating directly with product and UX teams.	
Content Writer	Brafton
2008	Foundational content operations in early SEO agency
<ul style="list-style-type: none">• Produced 20+ articles/week (~1,000 words each) for clients in biotech, automotive, and legal verticals.• Onboarded and supported three freelancers; adapted editorial strategy to align with domain-specific tone and legal constraints.	

Education

Eckerd College	Bachelor of Arts, 2007
Majors: History & Spanish	
Minor: Mathematics	