

# Shawn Frey

Consumer Technology  
Journalist & Editor



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https://shawnfrey.work



(Not available online)



Berlin, Germany

**LinkedIn** /in/ShawnFrey

## Education

### York University

#### B.A., Hons - Professional Writing

*Specialization: Journalism*

Toronto, Ontario, Canada

Member of the Dean's Honour Roll

## Skills

- Substantive & Line Editing
- Wordpress
- Interviewing
- Fact-Checking
- Search Engine Optimization
- Content Strategy

## Interests

- Computer Hardware & Peripherals
- Gaming & Video Games Industry
- Music Performance

## References

Matthew Mensley

#### Senior Editor, All3DP GmbH

Direct manager

Amir Fattal

#### Director of Marketing, BigRep GmbH

Direct manager

Carolyn Schwaar

#### Senior Editor, All3DP GmbH

Colleague

## Summary

Shawn Frey is a Canadian journalist specializing in 3D printing and maker technology. Now the editor responsible for All3DP's news coverage, Shawn cut his teeth in the additive industry working for 3D printer manufacturers Formlabs and BigRep.

## Experience

### All3DP – News Editor

*June 2021 to Present*

The leading publication for 3D printing and digital makers, with a monthly readership of over 1 million unique users. I manage our daily short-turnaround news coverage while balancing my own in-depth features, product reviews, and buyer's guides.

- Assign, write or edit, implement into the CMS, and publish news coverage daily
- Build and monitor news feeds and other sources of breaking stories
- Maintain industry contacts for advanced information, quick confirmations, and product requests for testing and review
- Build and manage a stable of freelancers to fulfill coverage needs
- Produce a twice-weekly newsletter highlighting recent articles and affiliate deals
- Pitch feature articles and guides with SEO and Google Discover potential
- Measure article traffic and affiliate performance to guide future coverage in both content and style in collaboration with the senior editor
- Spearheaded a news coverage renewal as a Google Discover strategy, which became a major focus following Google's recent SERP algorithm changes
- Solely represented All3DP at the Rapid+TCT 2024 conference, managing four days of interviews and information gathering for the editorial team

### BigRep – Content Manager

*May 2019 to June 2021*

Oversaw all written and multimedia content across the company with a mandate to drive traffic and lead generation through SEO optimization. Collaborated with product teams to create product marketing strategies and offline marketing and sales materials.

- Wrote and edited all public content including case studies, blog articles, brochures, nurturing emails, UX copy, and video scripts
- Interviewed executive clients and industry experts for data-driven case studies
- Identified content gaps and other traffic-generation opportunities
- Developed "Product Marketing Guidelines" as a single source of truth for product marketing copy and data

### Formlabs – Off-Page SEO Specialist

*Sept 2018 to May 2019*

Generated off-page SEO signals with community outreach and original content.

- Sought out and fulfilled guest posting opportunities
- Wrote and curated guide content to create easily accessible webpages for 3D printing communities such as maker spaces and university labs

### Freelance Writer

*Nov 2015 to Jan 2022*