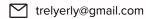
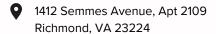
Manuel "Tre" Lyerly III

Writing and Multimedia Professional

Contact



(\$04) 970-9353



trespeak.net
muckrack.com/tre-lyerly

Skills

- Fast, reliable learner with a passion for expanding and improving craft
- Experienced with AP stylebook guidelines
- Project management software (Asana, Trello, etc.)
- Digital audio production (Audacity, GarageBand, etc.)
- Photoshop, Illustrator, HTML/CSS, MS
 Office and Adobe Creative Cloud
- · Critical thinking and problem solving

Education

University of Kentucky
B.A. in Journalism -- Print/Multimedia
Completed in 2019
Paterson Scholarship recipient and National
Achievement Scholarship Finalist

About Me

Writing professional with 5+ years of experience writing for businesses, press outlets and personal endeavors. Creative-minded learner with experience in audio production, photo editing, digital art and other multimedia disciplines. Experienced and able researcher, fact checker and interviewer.

Professional Experience

Associate Content Writer at Homes.com (CoStar Group)
October 2023 – March 2025

Produced descriptions and video scripts for more than 150 cities and neighborhoods across the U.S. for hyper-local home buying markets. Conducted interviews with real estate agents, visitors' bureaus and other sources to share key market information and lifestyle details with potential homeowners.

Content Writer at Townsquare Interactive, Charlotte, NC September 2022 – July 2023

Created original content for SEO-optimized small business websites across various industries. Wrote new content for existing business websites to increase page rankings and customer satisfaction. Followed company style guides and writing standards to ensure content met company and client expectations. Researched client locations and industries to provide relevant, informative copy for clients' web presence.

Freelance Writer at Various, Charlotte, NC November 2019 – August 2022

Contributed gaming news and guide articles to Gamepur (Gamurs Group) and Game Rant (Valnet). Tailored content to style standards, SEO guidelines and audience.

Boxcar Coffee Barista at Lowes Foods, Mooresville, NC May 2022 – September 2022

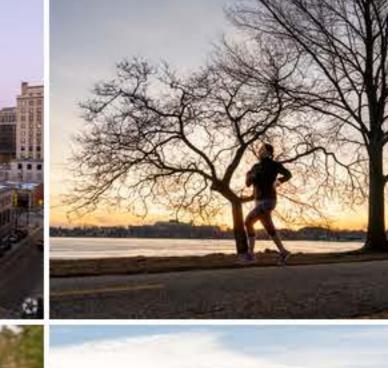
Event Promotions Director at WRFL Lexington, Lexington, KY January 2018 – May 2019

Wrote public service announcements read on air and promotional material for various settings. Maintained the social media presence of WRFL on Facebook, Instagram, Twitter, and Tumblr. Contributing to design efforts and the visual language of the station through collaborations with the rest of its promotions department. Acting as a point of contact and liaison between the station and bands, performers, guests, etc.

Web Content Intern, CBS 17 (WNCN), Raleigh, NC May 2017 -- August 2017









Downtown Madison

Neighborhood in Madison, Wisconsin Dane County 53703

> **\$612,935** Average Value \$427 Average Price per Sq Ft

11 Homes For Sale

Prime shopping, lakeside life and college culture in Wisconsin's capital

For up-and-coming college students, families or established professionals, Downtown Madison offers some of Wisconsin's very best. Parked at the heart of the state capital, the city's cultural center sits on the isthmus between Lake Mendota and Lake Monona. Locals in the area are close to the University of Wisconsin-Madison, the largest college in the state. Residents can enjoy an eclectic mix of shops, restaurants, bars and live entertainment in Downtown Madison, with most of the area's top destinations accessible by bike or on foot. Easy access to the lakes through multiple local parks also makes Downtown Madison an ideal choice for boating and water sporting fans.



Ice boat racing happens each winter on Monona Bay, and can be viewed from downtown.

PRINCESS OF INDIA

JEWELERY

Spend the day out at State Street

The heart of Downtown Madison's retail scene is State Street, which spans from Capitol Square to the east end of UW Madison's campus. The corridor hosts more than 300 shopping options for college students and area residents alike, from major retailers like Target and DGX by Dollar General to local favorites like Jazzman & Duet and B-Side Records. Acclaimed dining choices close by include Paul's Pel'meni for Russian dumplings, Sookie's Veggie Burgers for vegan meals, and Rare Steakhouse for upscale American fare and fine wine. Milwaukee espresso bar Colectivo Coffee operates two stores in the area near State Street and Capitol Square. Locals can also find Fromagination near the capital, an artisanal Wisconsin cheese store with house-made sandwiches and supplies for the perfect charcuterie board.



The shopping district of Downtown Madison is home to dozens of local businesses.

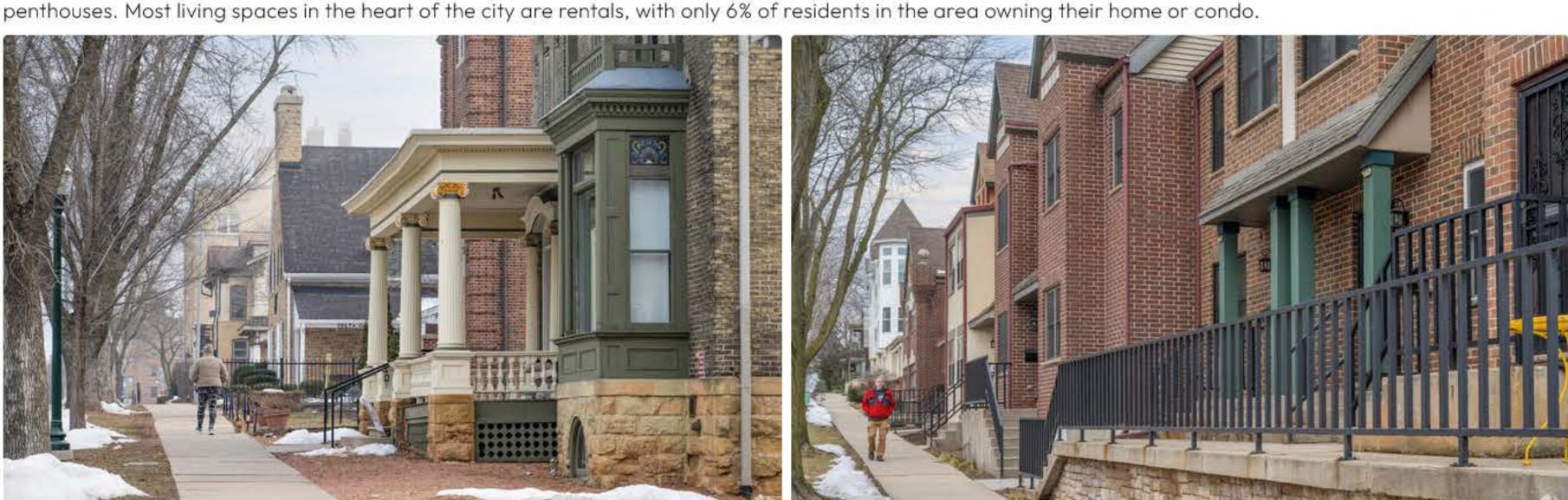
CLOTHING & SHOES

Luxurious condos, 20th century homes and contemporary townhouses

Buyers can find a small but varied selection of homes in Downtown Madison. Many of the area's remaining turn-of-the-century homes have been converted into multi-family units, though eagle-eyed investors may be able to find a grand home in the area. Condo towers and townhomes are common, and units tend to sell after less than a month on the market. Prices range from about \$200,000 for a one-bedroom condo unit to more than \$1 million for the area's most luxurious



Some larger historic houses also exist in Downtown Madison.



Townhouses and condos are some of the most common owner-dwellings in Downtown Madison.

Downtown Madison after dark

Locals living near the Isthmus in Madison have access to a variety of live shows, from concerts and comedy to contemporary dance and musicals. Venues nearby include the Orpheum Theater, the Majestic Theatre, the Overture Center and Comedy on State. They can also enjoy nights out at the area's vibrant bar scene, with popular spots including Wando's, a collegiate bar with five nights of drink specials and live DJs, and Great Dane Pub & Brewing, a popular local chain of bars that

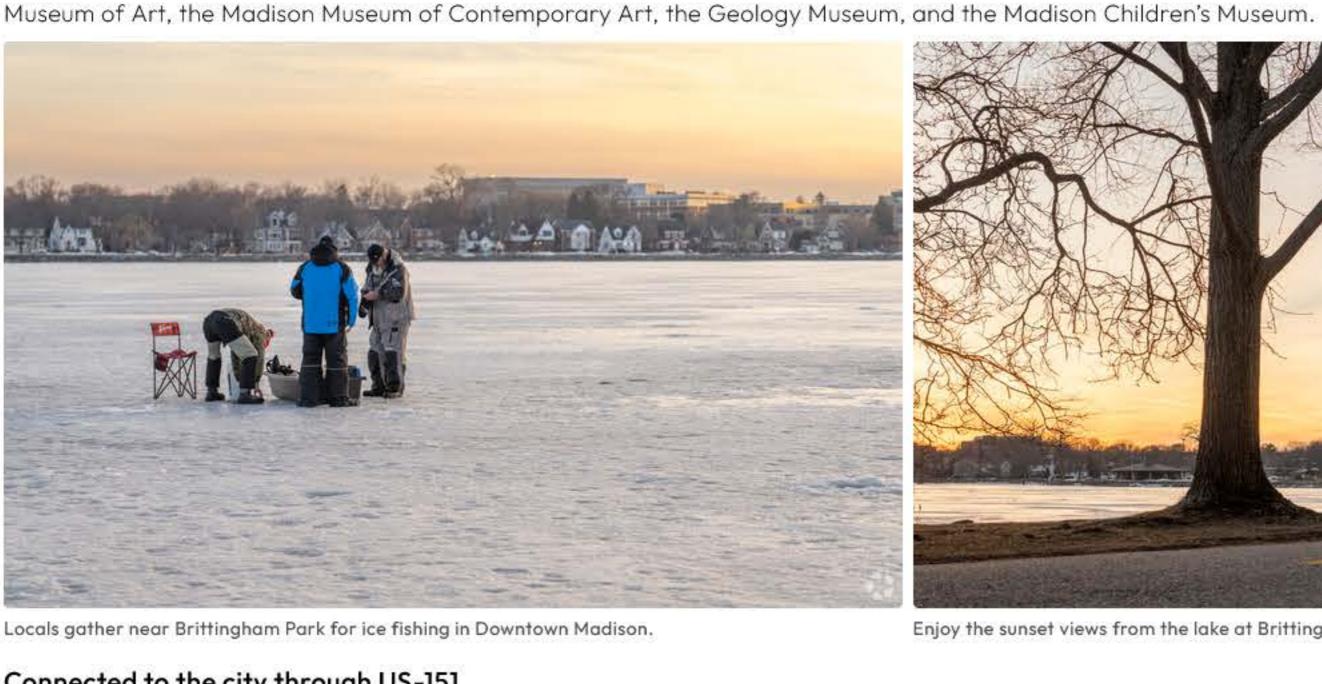
started in downtown Madison. Fans of UW Madison's sports teams can catch Badgers basketball and hockey games at the Kohl Center.





Boating and water-skiing to one of Madison's major lakes

Alumni Park connects UW-Madison's campus to Lake Mendota near Langdon Street, offering a pier for boating excursions, ample greenspace, multiple exhibits celebrating the university's history and a Bucky Badger statue made by combining bronze with stained glass. To the east near Gorham Street, James Madison Park offers a playground and an open area for residents to enjoy yoga, soccer or picnics. In the summertime, residents can stop by Law Park to watch the Mad-City Ski Team's award-winning water-skiing routines on Lake Monona. Downtown Madison residents are also close to multiple cultural centers, including the Chazen



Connected to the city through US-151



Downtown Madison connects to the city's east and west sides through the US-151 highway, which runs along the south side of the Isthmus near Capitol Square.

Residents can travel to spots throughout the Isthmus area with the city's Metro Transit system buses. The nearest hospital, UnityPoint Health - Meriter Hospital, is less than 1 mile away in the Greenbush area. Residents traveling away from Madison can catch flights from Dane County Regional Airport, 5 miles northeast of the neighborhood.





Grade school students in Downtown Madison attend schools in the Madison Metropolitan School District. Randall Elementary School has a student-teacher ratio of 13:1 and holds an A rank on Niche. Hamilton Middle School also earned an A grade. More than 2,000 adolescent students attend West High School, which has a 91%

graduation rate and also earned an A grade with Niche users.



Written By



Tre Lyerly Was this overview helpful? 🖒 📭



Neighborhood in Aurora, Illinois Kane County 60506

> **\$253,296** Average Value \$170 Average Price per Sq Ft

6 Homes For Sale

Old-school homes meet contemporary spirit in central Aurora

Near West Galena balances the appeal of a central lifestyle with accessibility and old-school style. Comprising the city's Tanner Historic District of turn-of-thecentury homes and the surrounding residential blocks to its north and south, residents are just a few blocks away from the evolving urban landscape of downtown Aurora and the Fox River. "Aurora's the second-largest city in Illinois, and since it's populated like that, there's a wide range of everything: homes, home prices, shopping areas, restaurants, you name it," says Jeff Arney, a local Realtor with Keller Williams Infinity. Arney works from Naperville, just east of Aurora, and mentions the area's broader price ranges as a critical differentiator between the neighboring cities. "It's a bit more accessible, a bit more affordable than some other areas. Whatever amenities you're looking for, if you can't find it in Aurora, it's in Naperville, and the other way around."



Downtown Aurora is a sprawling scenic village along the Fox River close to Near West Galena.

Turn-of-the-century homes in the heart of the city

Nostalgic homes characterize the look of Near West Galena, where single-family homes sit on a tightly organized urban grid. The area's homes follow the lead of

the William Tanner House Museum, an 1857 Italianate home on the neighborhood's northeast end. "West Aurora is absolutely beautiful. When you talk about Aurora, most people think of the east side of town, but once you cross the river, the Victorian houses are there, and they're stunning," Dix says. American foursquares, early Craftsman bungalows, workman's cottages and gable-front farmhouses in the national folk style are common to the area, while more recent condo and duplex units from the late 20th century are rare finds. 58% of residents in the area rent their homes. Units within multi-family buildings tend to sell between \$100,000 and \$150,000, while renovation-ready single-family homes in the neighborhood start at about \$150,000. Buyers can expect move-in-ready homes at values between \$180,000 and \$380,000. The area's CAP Index scores for crime are slightly higher than the national average.

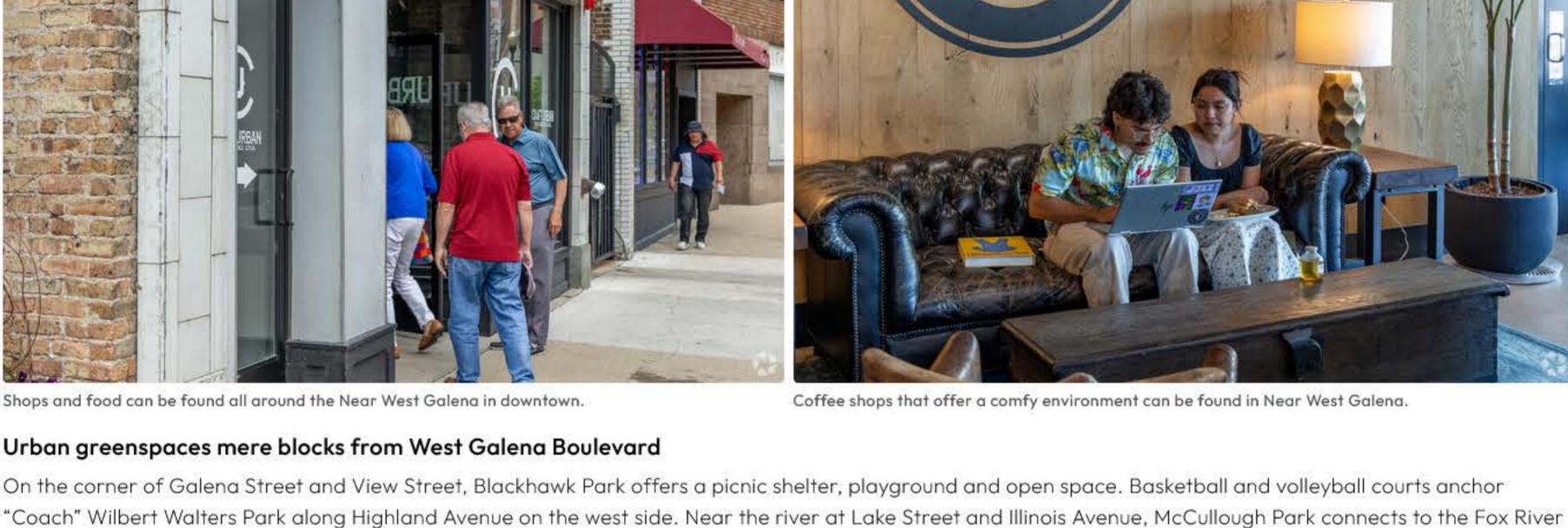




dominates the menu, but diners can also stop by for Mexican brunch plates or pita sandwiches. Cinco de Mayo Bakery offers cakes, cookies, and pan dulce

alongside a lunch and dinner menu that includes tortas and tacos. The baristas at Society 57 brew up locally roasted coffee in a modernized space that once housed a Mercedes-Benz dealership. A cocktail bar and a rotating selection of handmade goods are available at Wyckwood House. For additional shopping, residents can peruse the retro styles at Undisputed Vintage and antiques at Warehouse 55 and Thrift & Dollar. Save a Lot, Prisco's Family Market and Dollar General locations offer close stops for groceries, with Jewel-Osco and Aldi stores available further along West Galena Boulevard.

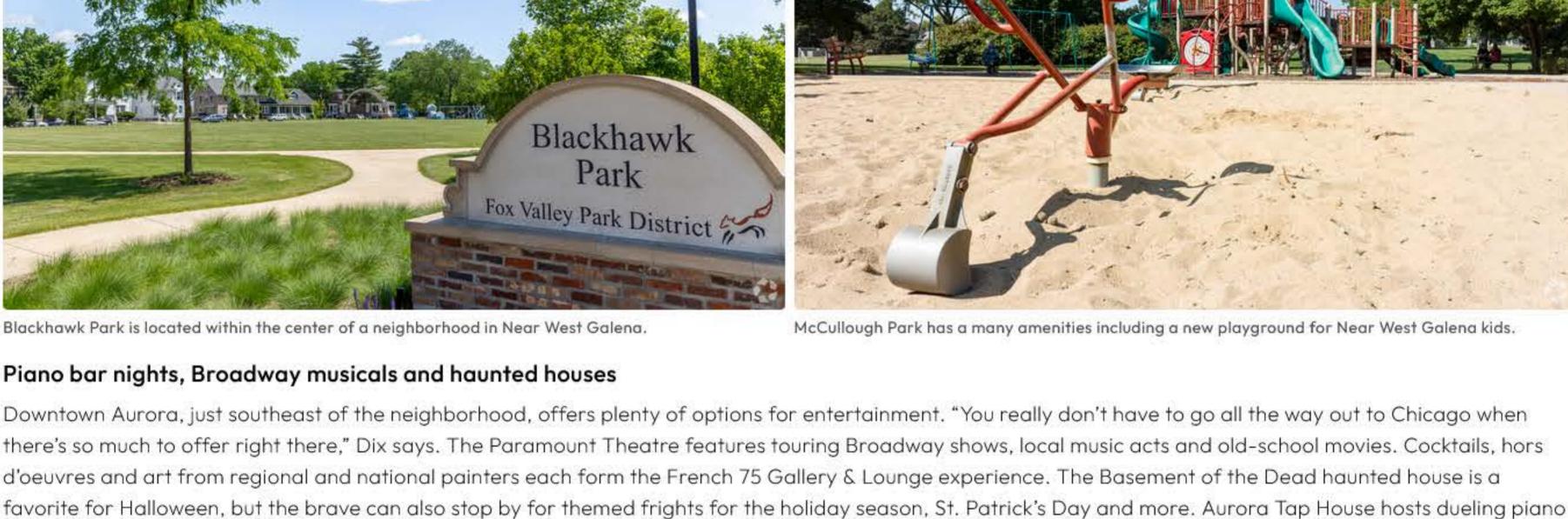
Near West Galena's dining options are a mix of established stops, recent arrivals and fast-food selections. At Aurora Pancake House, familiar breakfast fare





Trail for biking and walking enthusiasts and offers dedicated soccer fields. Right next door at the Prisco Community Center, locals can join the Fox Fitness gym,

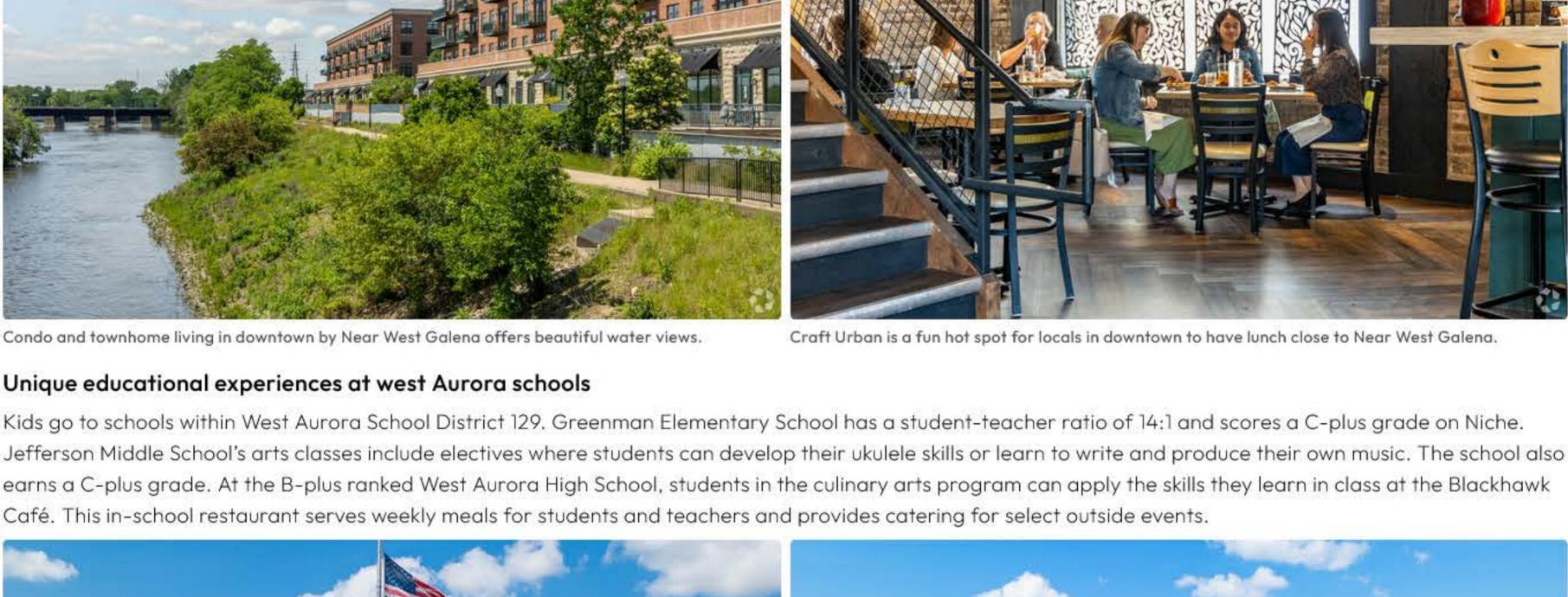
attend and participate in local theatre productions or enroll youth in active programs such as gymnastics and ninja training. "Our parks have so much to offer and have a little bit of everything," says Raphael Martinez, Facilities Director for Fox Valley Park District. "The main attraction is the Fourth of July fireworks. The event usually draws thousands of people. It's a great time for residents and their families to come together."



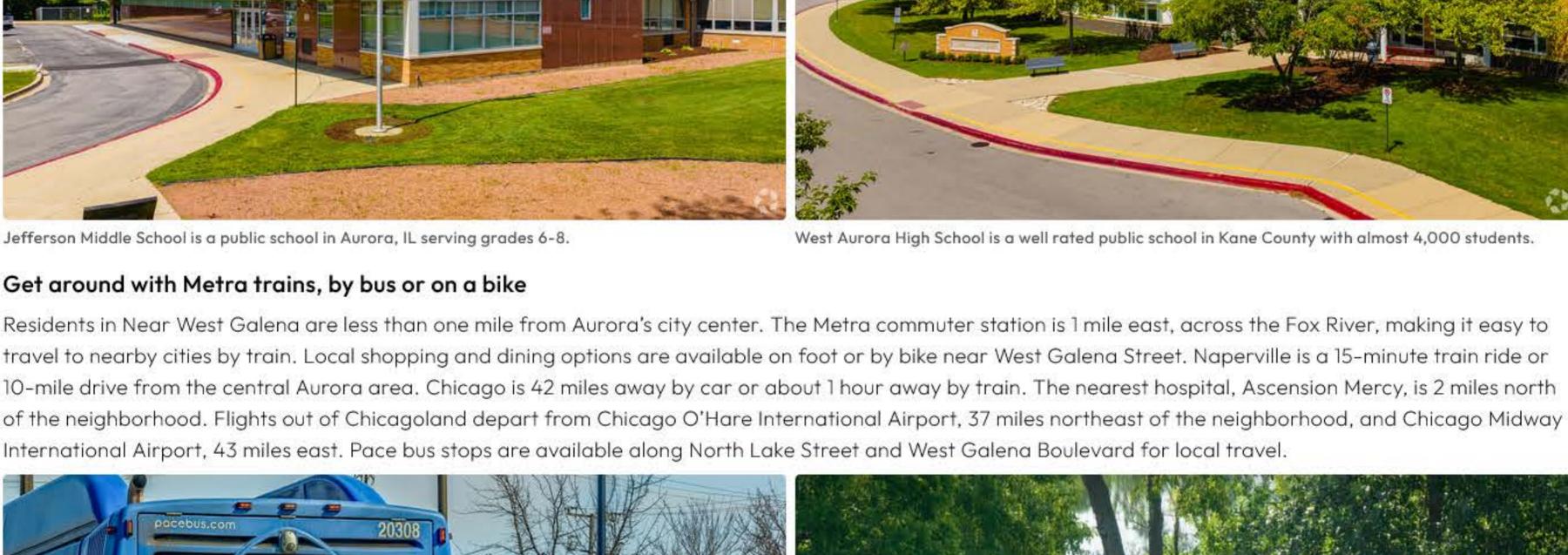


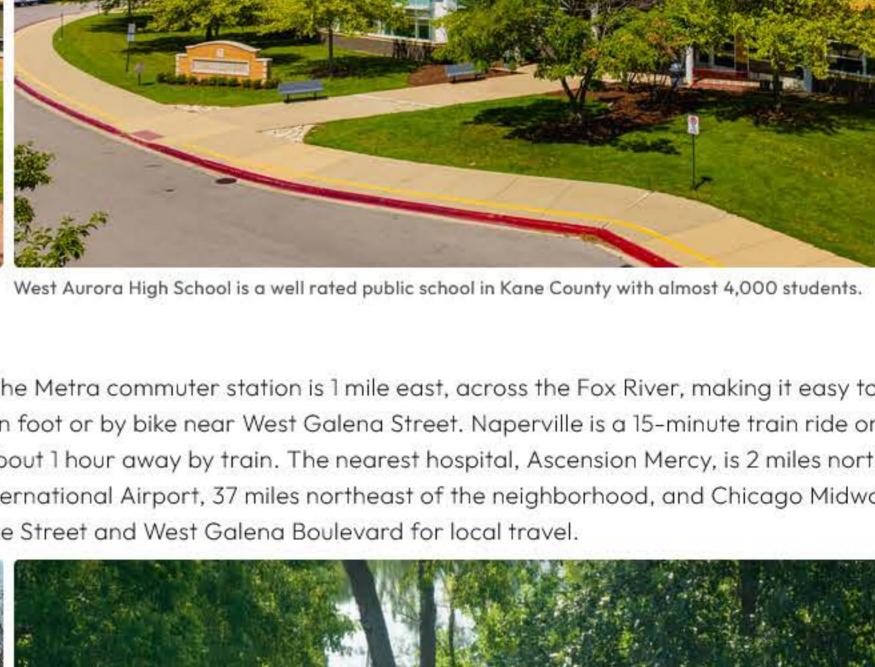
nights on the first Friday of the month. Residents can also stop by the self-named "longest bar in Aurora" for karaoke, live music and weekly bingo events. Other options for nights out nearby include the Hollywood Casino Aurora on the Fox River, outdoor shows at Thomas J. Weisner RiverEdge Park and mainstream movie nights at Cinemark Tinseltown USA.

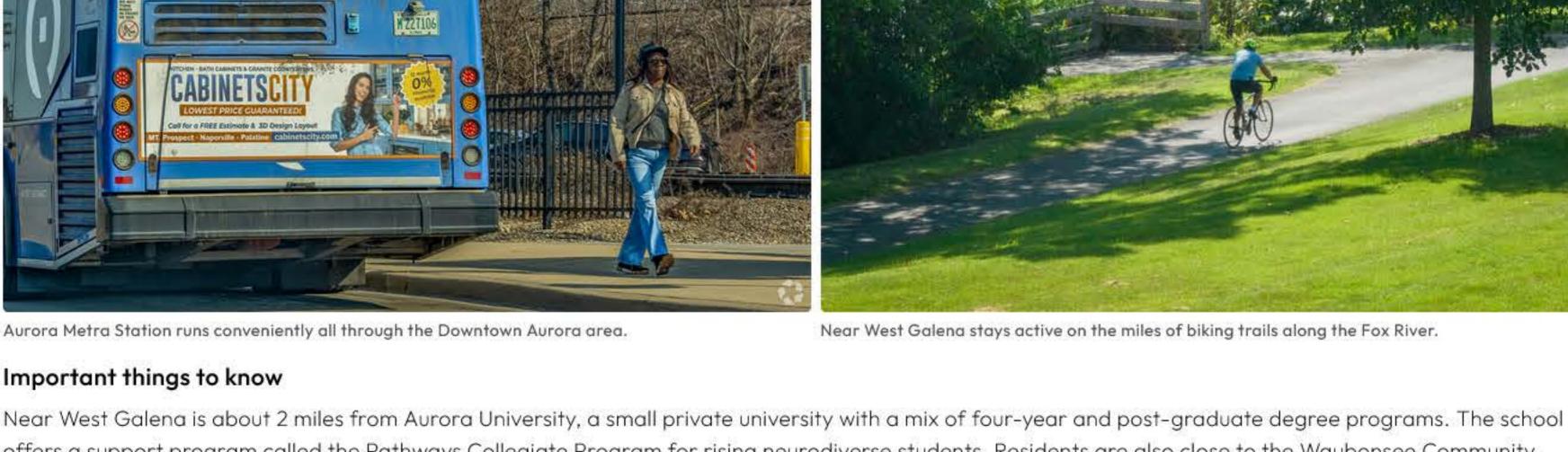
Condo and townhome living in downtown by Near West Galena offers beautiful water views.



Unique educational experiences at west Aurora schools







Photography Contributed By



Written By

offers a support program called the Pathways Collegiate Program for rising neurodiverse students. Residents are also close to the Waubonsee Community College's downtown Aurora facility, which offers 25 career development programs for adult learners.

Video By

Wengel Abiy

years.

Fayette County 40502, 40503



4 Homes For Sale



\$511,935 Average Value

\$198 Average Price per Sq Ft

A refined suburban lifestyle on the south end of Lexington

Lansdowne is an ideal choice for those searching for a balance between the comfort of a secluded suburban enclave and the convenience of living in a busy city center. Situated south of downtown Lexington and the University of Kentucky area, the neighborhood trades the dense streets of the center for more of the natural beauty that contributed to the city's Horse Capital of the World nickname. "Lansdowne is an older neighborhood with lush landscaping and central to everything you could need," says Jeremy Perryman, Realtor with United Real Estate Lexington. Perryman has sold homes in Lexington and central Kentucky for more than 6

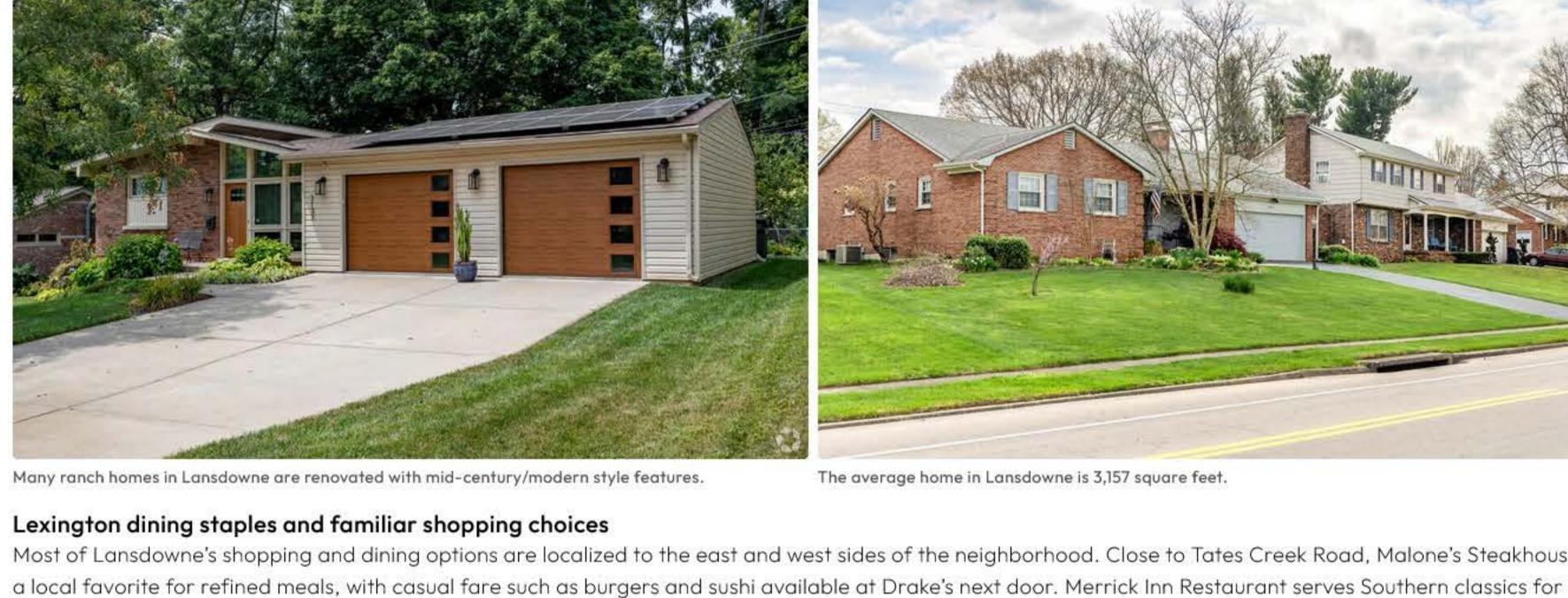


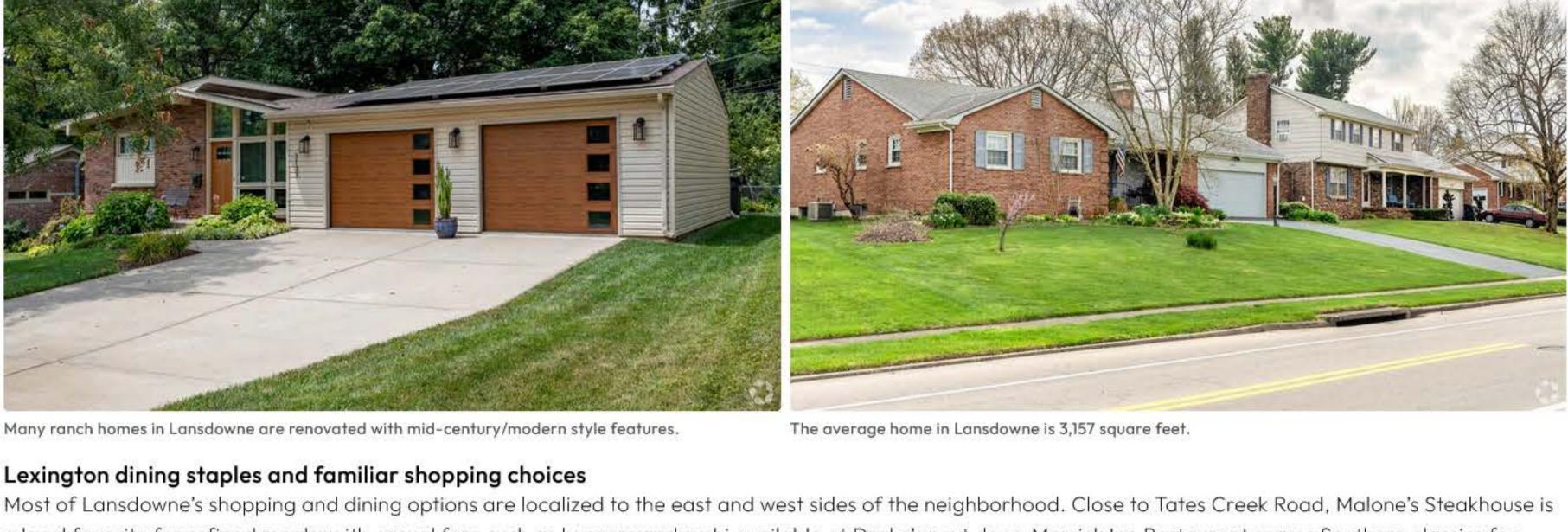


Mid-century homes with rancher and split-level floorplans make up many of the dwellings in Lansdowne, alongside a selection of condominiums and homes with

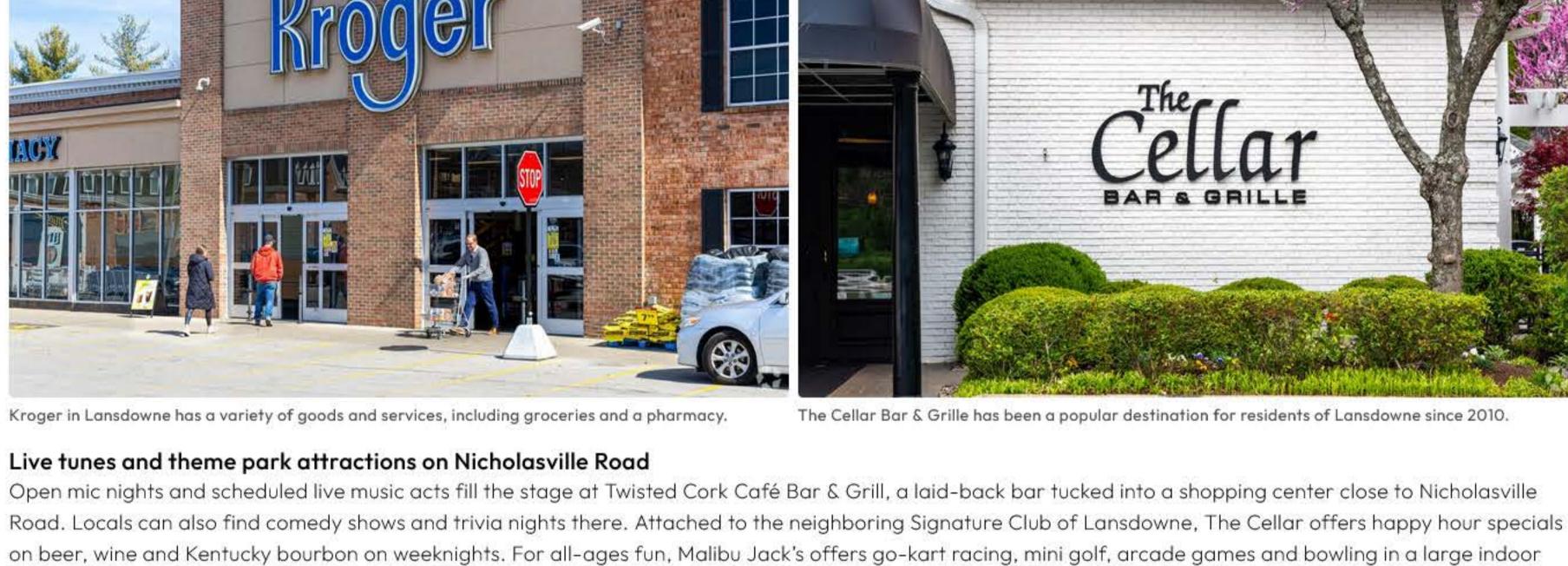
colonial features. Brick exteriors, lengthy driveways and lightly updated interiors are common among properties. "Many of the neighborhoods within New Circle

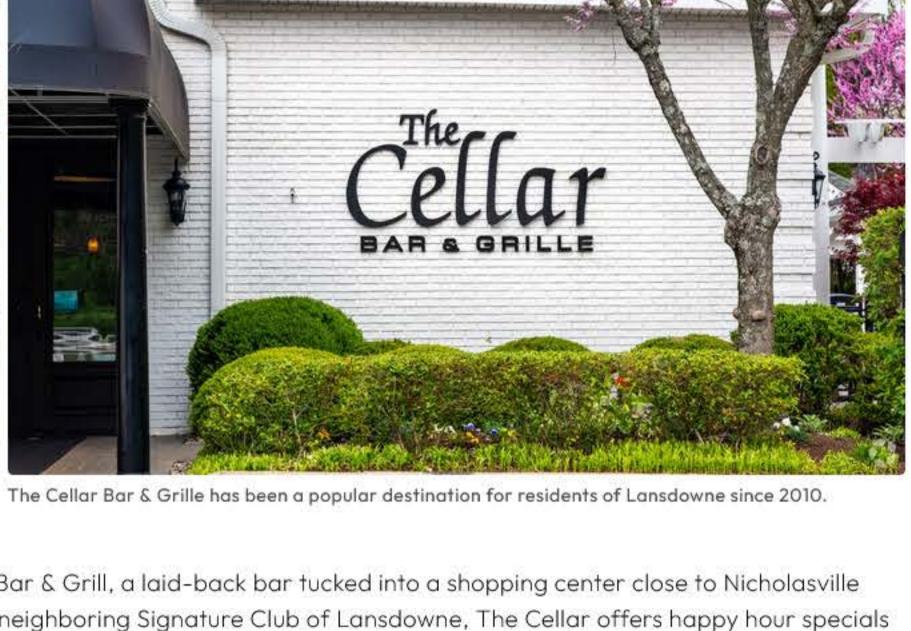
Road, the nearby beltway, feature similar style homes. People who live in the homes typically don't move; they usually add on because they enjoy the location so much," Perryman says. Condo prices start around \$100,000, while single-family homes start at the \$250,000s and can sell for as much as \$950,000. A typical house in Lansdowne sells for about \$469,000.



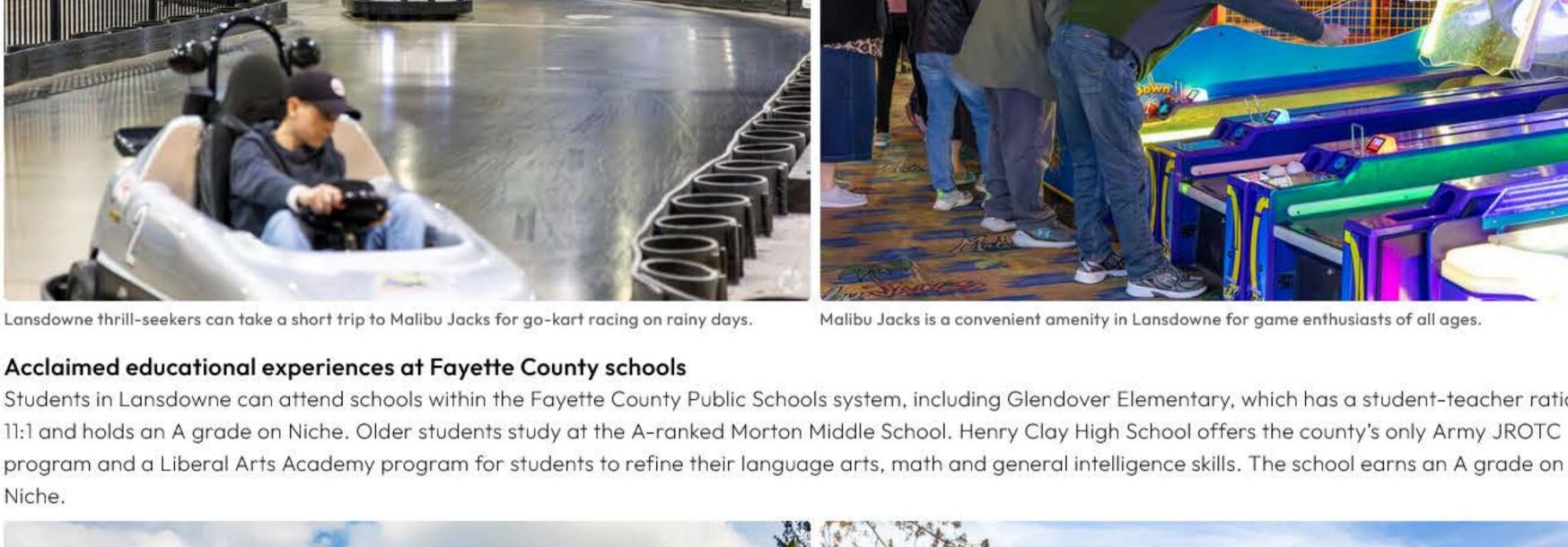


brunch and dinner in the estate of a former horse farm. The Mousetrap offers artisanal sandwiches, entrées and cheeses in a small shop setting, and locals can pick up groceries at the Fresh Market. Familiar shopping spots such as T.J. Maxx, Five Below, Trader Joe's and Kroger anchor the shopping centers around Nicholasville Road on the neighborhood's west side. Lansdowne also sits just northwest of Fayette Mall, a hub for retail and dining options. Residents can find Target, Aldi and Meijer stores near the mall, along with more specialty retailers such as Whole Foods and Apple at the neighboring Fritz Farm complex. THE RESIDENCE STREET, STREET,



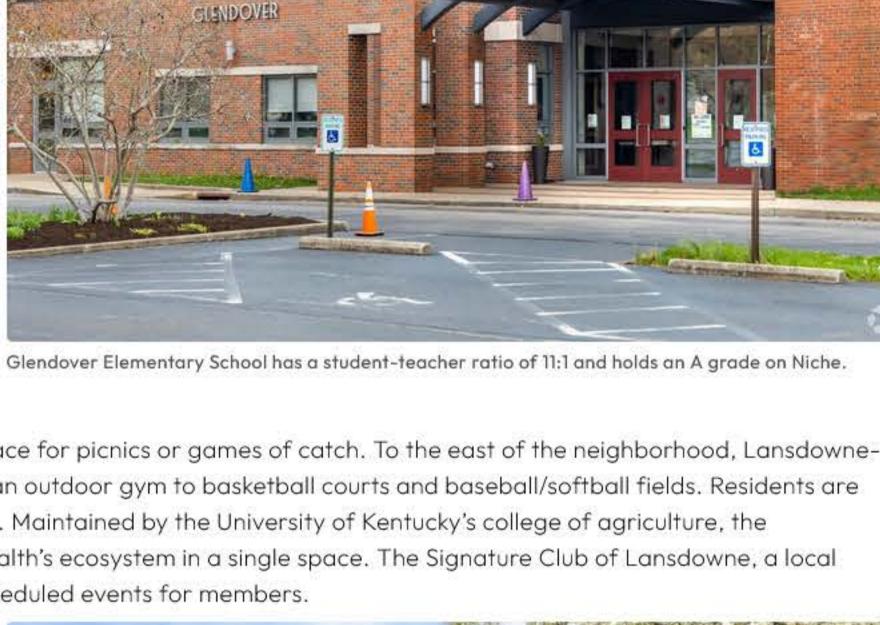


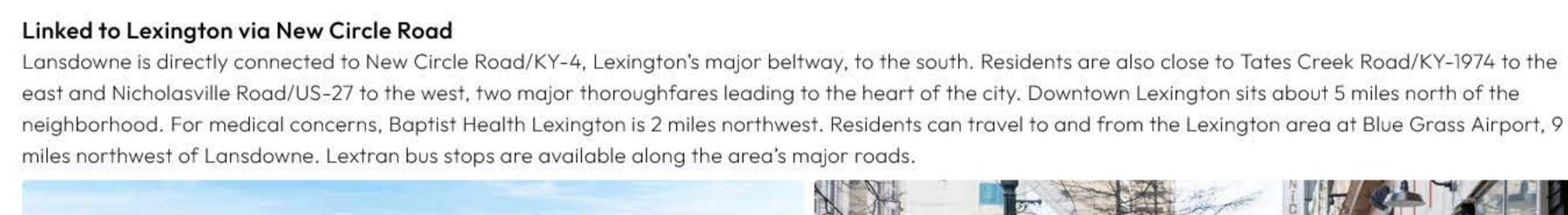
theme park space.







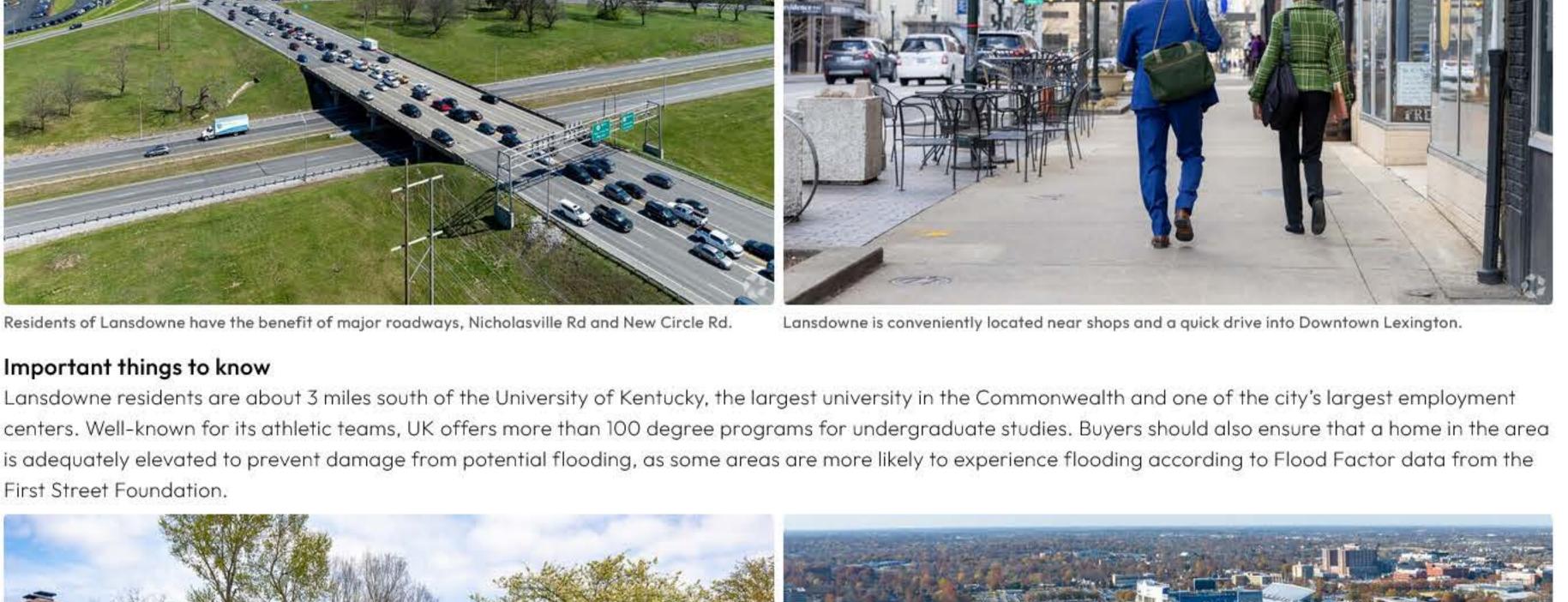




The is an explosion of color in the tulip garden at The Arboretum Botanical Gardens.

The Signature Club in Lansdowne has a pool, tennis courts, and fitness center.





First Street Foundation.

Homes.com



Was this overview helpful? 🖄 🐶

Photography Contributed By Written By Tre Lyerly Ryan Minion

Many ranch homes, built in the mid-1900's, can be found in Lansdowne.

Agents Explore News

-Collapse Overview

Video By

Vladislav Sedykh

Jackson County 64108

6 Homes For Sale

Art, shopping and culture in this in-demand downtown KC neighborhood

with a creative eye won't have to look far to find some of KC's premier destinations.

\$391,473 Average Value

Suburban Neighborhood in Kansas City, Missouri

\$332 Average Price per Sq Ft

If you can see a rocket pointed toward the sky in the middle of Kansas City, chances are strong that you're in Crossroads. The neighborhood is a hub for artists, small businesses and young professionals in the present. But its past includes housing local distribution centers for major film studios and the headquarters of Trans World Airlines, marked today by the Moonliner rocket on the roof. The streets below host a collection of art galleries, bars, restaurants and retail stores that come alive in the evenings, especially during the area's First Friday gallery hop events. Residents are also close to the Kauffman Center for the Performing Arts, home of the Kansas City Symphony and a rotating selection of performances in theatre, dance and music. Crossroads gets its name from the 19th and Baltimore intersection in the neighborhood, but it's also close to where Interstates 35 and 670 meet, near the city's freeway loop. The modern resident



area.

Art supplies, fine dining and distinct clothing stores Crossroads locals are close to a wide range of acclaimed restaurants and bars. They

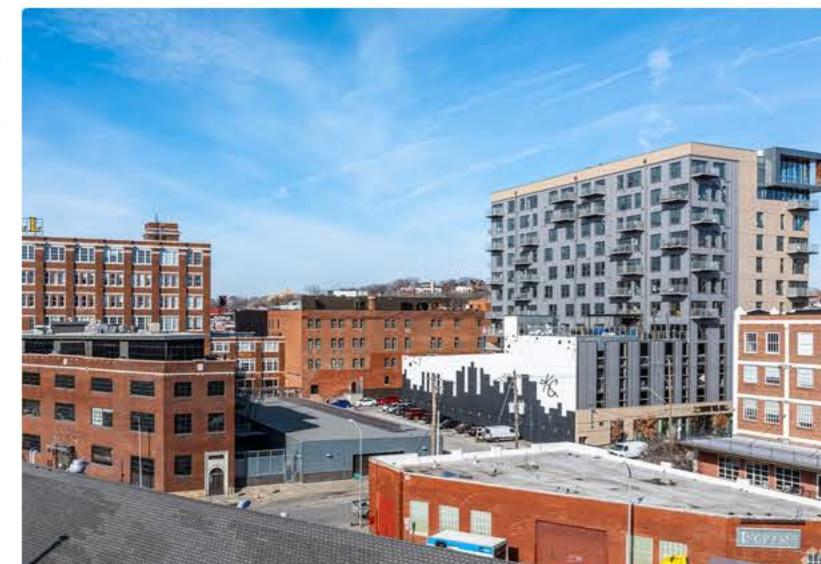
can enjoy cocktails and fine food at Bar Medici, Tom's Town Distilling Co., or Blvd Tavern. Laid-back options nearby include Oak & Steel, which offers over 100 beer options and regularly hosts Chiefs watch parties, and Up-Down Kansas City, an arcade bar with over 50 games to enjoy on a night out with friends. Unique local shops include quirky clothing shop RAYGUN, which proudly calls itself "the greatest store in the universe" in block letters on its exterior. Men's streetwear aficionados can stop by a.Gallery by VOLUME Ine, while Dear Society offers sophisticated ladies' clothing. Reliable chain stores nearby include Artist & Craftsman Supply for art supplies, Cosentino's Food Stores for groceries and DGX by Dollar General for everyday goods.



Ladies in the Crossroads area love to stop by Dear Society for clothes, shoes, purses and

Limited condos and luxury apartments

Crossroads' home market is limited and competitive, with an estimated 77% of residents in the neighborhood renting luxury apartments in new or heavily remodeled buildings. A small number of condo properties regularly go on the market, and most are gone within a month. Many of the residences are revitalized properties with contemporary and modern interiors within the shell of older, brick-lined buildings. One-bedroom condos generally sell for between \$250,000 and \$320,000. Units with two bedrooms or more can go as high as \$635,000 when available.



There are some nice choices for apartments and lofts in the Crossroads area.

Walking the dogs at Penn Valley Park

Within Crossroads near Broadway Boulevard, 18 Broadway Urban Garden is the neighborhood's community garden. Produce grown in the garden is donated to the Harvesters Community Food Network of Kansas City, and residents can stop by to relax at the picnic tables. Crossroads residents are also 1 mile north of Penn Valley Park, which is home to the city's first off-leash dog park, a 10,000 square foot skate park and the National World War I Museum and Memorial. The park also has multiple sports fields and a 2-mile exercise trail. Residents are also close to Union Station, which features the Science City museum and the Museum of Illusions, movies and documentaries at the Extreme Screen Theatre and live theatre shows at the City Stage Theatre.



Parks in the area are popular among the Crossroads residents and their pets.

First Fridays showcase Crossroads' vibrant art scene Kansas City locals converge on Crossroads at the beginning of each month for the

neighborhood's First Friday events, a prime time for various local businesses to show off the best they have to offer. The event also includes a food truck plaza from April to October. At every First Friday, locals can enjoy specials at the area's distilleries and bars, discover new pieces from artists in town at nearby galleries or the Art Alley between Wyandotte Street and Baltimore Avenue, or see a show at one of the neighborhood's venues. Entertainment in the area includes improv and stand-up at The Bird Comedy Theater, orchestral performances at the Kauffman Center, and concerts at the Truman, which is less than 1 mile away.



Leedy-Voulkos Art Center has First Fridays, a showcase of the city's artists & creatives.

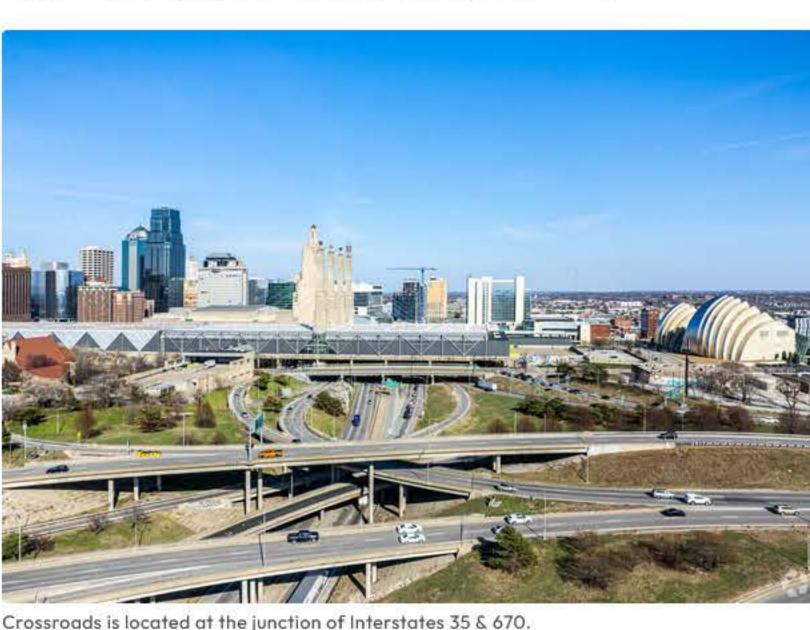
Teaching and learning at KC Public Schools

Students in the Crossroads area can attend schools within the Kansas City Public Schools system. Primitivo Garcia Elementary School has a student-teacher ratio of 17to-1 and holds a C-minus grade on Niche. Northeast Middle School also earned a Cminus grade. Northeast High School offers Advanced Placement and dual-credit courses for college-bound students and has a C grade with Niche.



Connected to Kansas City's prime highways Crossroads is less than 1 mile from Interstate 35 and Interstate 670, with access to both

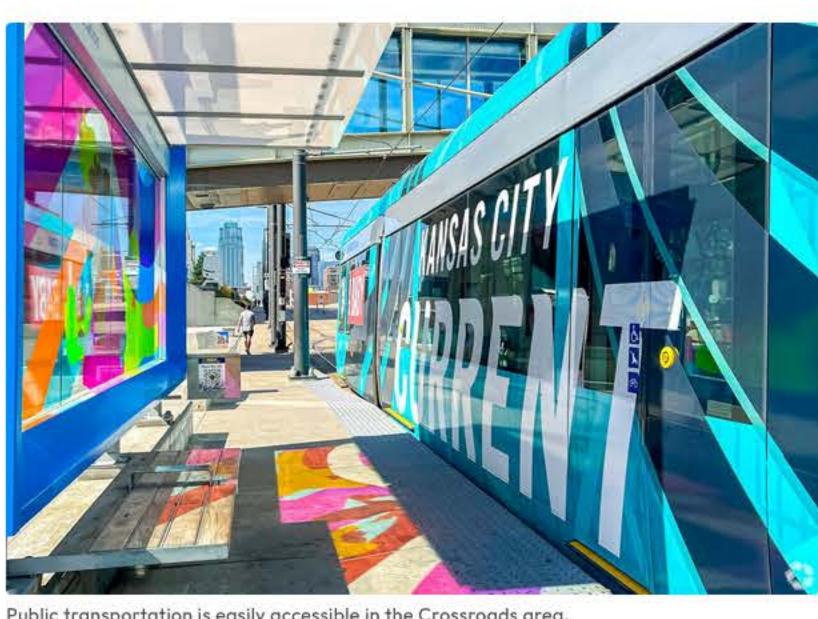
highways available through Broadway Boulevard and Truman Road. The neighborhood is 1 mile north of Hallmark corporate headquarters, 7 miles south of Oracle Cerner's campus and less than 1 mile south of H&R Block's headquarters. The nearest hospital, University Health Truman Medical Center, is 1 mile southeast of Crossroads. Kansas City International Airport is 20 miles northwest of the neighborhood.



Crossroads is located at the junction of Interstates 35 & 670.

Important to know Due to Crossroads' proximity to the Amtrak train lines at Union Station, residents on the

south side of Crossroads may experience higher levels of rail noise. Potential residents should also be advised that the area holds a 9/10 crime score on the CAP Index.



Public transportation is easily accessible in the Crossroads area.

Was this overview helpful? 🖒 📭

Video By