

Manuel "Tre" Lyerly III

Writing and Multimedia Professional

Contact

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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