

Reed Grable

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Proposal and marketing professional who turns complex information into clear, persuasive work.
Experienced in leading competitive proposals from initial opportunity through submission, developing content for varied audiences, and carrying operational projects from an early idea to a finished product.
Background spans public-sector education, healthcare marketing, and editorial publishing.

EDUCATION

UC Berkeley Extension
UX/UI Design Certificate
Berkeley, CA

July, 2022

University of California, Irvine
Bachelor of Arts Degree in Literary Journalism
Irvine, CA

June, 2020

WORK EXPERIENCE

Strategic Kids, LLC
Laguna Hills, CA (Remote)

Marketing & Proposal Manager (Promoted from Marketing Manager, October 2024)
December 2022 – Present

- Own the end-to-end development of complex public-sector RFP responses, including opportunity review, requirements analysis, content planning, subject-matter expert coordination, drafting, compliance review, formatting, and final submission.
- Improved the proposal win rate from 17% to 30% by strengthening proposal strategy, tailoring, compliance controls, and cross-functional coordination, contributing to approximately \$1.4 million in awarded business over the past year.
- Translated complex program data and organizational capabilities into compelling partner-facing narratives and pitch decks tailored to district-level decision makers
- Built and maintained a library of reusable assets, templates, and messaging frameworks to accelerate the business development cycle
- Managed organizational digital presence including website redesign, social media, and email campaigns, achieving 25-35% average increase in sales year over year
- Designed partner-facing marketing materials across print and digital formats using Adobe Creative Suite, Canva, and Figma
- Built internal tools using FlutterFlow and Google Apps Script to automate workflows and improve operational efficiency across a 1,000+ person organization

Incredible Marketing

Lake Forest, CA (Remote)

PR Coordinator

Aug 2022 – Dec 2022

- Managed abstracts for more than 60 international aesthetics conferences, ensuring accuracy, compliance, and timely submission.
- Created keynote presentations that turned marketing performance data into strategic narratives highlighting ROI, industry trends, and growth opportunities.
- Ghostwrote executive thought leadership on analytics, growth strategy, gamification marketing, and recession resilience.

Content Assistant (Promoted from Content Writer Intern)

Dec 2019 – Aug 2021

- Developed B2B and B2C healthcare content for approximately 40 clients, including clinicians, medical aesthetics practices, medical-device companies, and patient audiences.
- Translated clinical services, treatment outcomes, market data, and practitioner expertise into case studies, website copy, articles, and patient stories
- Conducted interviews with clinicians, practitioners, and patients to develop patient-journey stories and other proof-driven content.
- Researched industry trends and competitor content strategies across the medical aesthetics and medical-device space to inform client positioning and messaging.

Narratively, Inc.

Brooklyn, NY

Editorial Intern

December 2020 – March 2021

- Evaluated story pitches and selected content aligned with Narratively's mission to surface unique human interest stories, developing a strong editorial instinct for compelling narrative
- Fact-checked and edited articles for clarity, accuracy, and readability across a high-volume publishing environment

SKILLS & INTERESTS

Technical Skills: FlutterFlow, Firestore, Claude, ChatGPT, AppSheet, Google Apps Script, Wix Studio, Figma, Hubspot, Google Analytics, Google Drive, Docs, Sheets, and Slides

Operations & Project Management: RFP development, process automation, cross-functional coordination, workflow optimization, vendor management

Communication & Design: Branding, content strategy, Adobe Creative Suite (Photoshop, InDesign), Canva

Interests: Travel, music, hiking, yoga, cooking, plant father, NBA, comedy, UFC, art, concerts, backpacking