

TED GOSLIN

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Content and Communications Manager

Executive Summary

Accomplished Communications Manager and award-nominated writer and editor, with expertise in content marketing, copywriting, and storytelling across web pages, blogs, emails, and articles. Skilled in web design, SEO, and managing multi-platform strategies for diverse audiences. Adept at developing and maintaining relationships with internal and external stakeholders. Excels in captivating live audiences across diverse sectors, including news, entertainment, business, and culture.

KEY STRENGTHS

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| <ul style="list-style-type: none">• Writing• Editing• Content Marketing• Content Strategy• SEO Strategy | <ul style="list-style-type: none">• UX/UI• Project Management• Public Speaking• Brand Strategy• Team Leadership | <ul style="list-style-type: none">• Relationship Cultivation• Research• Data Collection and Analytics• Policy Development• Talent Development |
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PROFESSIONAL EXPERIENCE

Auto Club Enterprises (AAA) | Costa Mesa, CA | Nov 2022 – June 2024

Digital Content Producer

- Boosted organic search traffic by 70%+ YOY for brand web pages such as Disney, Universal Studios, TaxAct, and The Parking Spot by performing competitor analysis, keyword research, and content development for SEO and SEM.
- Conducted A/B testing, increasing click-thru rates by 30% for specific ticket offers on theme park pages.
- Built and enhanced web pages for Discounts and Rewards, Automotive, Travel, Public Affairs, and Insurance sections.
- Developed internal style guides to maintain consistent brand voice.
- Collaborated with teams and clients on special projects such as special ticket offers for Disney parks and developing a new Car Buying page for the Automotive team to enhance organic traffic.

Yamaha Corporation of America, Buena Park, CA | Jan 2018 – Aug 2022

Senior Content Marketing Specialist

- Increased organic blog traffic by 40%, maintaining Consumer Audio as the top-trafficked blog on the Yamaha website by focusing on popular how-to content.
- Improved email click-thru rates by 25% by optimizing CTA button placement in new streaming service content emails.
- Strategized, executed, and scheduled Consumer Audio blog articles. Wrote over 50 blog articles that included topics on home theater, Audio/Video products, gaming, and vinyl records.
- Ran content marketing campaigns for product launches, including corresponding blogs, emails, product category pages and e-commerce pages.
- Collaborated with the in-house creative agency on digital marketing assets including photo shoots, video shoots, graphic designs, and artist relations.
- Presented new products at trade shows to B2B and B2C audiences.

- Developed internal style guides for consistent content marketing voice and alignment to brand messaging.
- Conducted and co-hosted interdepartmental content marketing training sessions.

PAN Magazine, Los Angeles, CA | Jun 2014 – Present | Part-time

Self-employed Editor-in-Chief, Publisher, Founder

- Created PAN Magazine for the steelpan industry using WordPress CMS and wrote 90% of the content, following AP style and SEO best practices.
- Increased overall organic website traffic by 60-75% YOY for 5 years, growing monthly traffic from under 1,000 to nearly 7,000 unique visitors per month.
- Developed a series of articles called “Basics of Steelpan” to educate the public about the instrument and serve as a valuable teaching resource for educators.
- Ran successful email marketing campaigns with 40% open rates and 35% click-thru rates.
- Led a team of 6 interns, providing training and guidance in article writing, graphic design, and website design.
- Organized and participated in international events to network with industry leaders and collect content.
- Launched the Strike Up podcast, featuring 20 episodes with 19 guests, garnering over 2,500 listens and attracting a global audience.

Mobile Electronics Magazine, Los Angeles, CA | July 2013 – Jan 2018

Senior Editor

- Managed daily operations for magazine, website, and email.
- Drove magazine's success, earning back-to-back feature article nominations at the MAGGIES, boosting readership and circulation, and rescuing it from near insolvency.
- Increased subscribers by over 200% in the first year, with website traffic rising by 100%.
- Oversaw monthly print production of Mobile Electronics magazine, produced weekly industry emails, and managed website content.
- Authored articles on small business education, entrepreneurial success stories, and the latest tech trends for 12-volt retailers.
- Built and established interpersonal relationships with industry leaders, executives, and retailers within the consumer electronics, car audio, and automotive OEM space to garner ideas and insight for current and future editorial direction.

SQA Services | June 2010 – May 2013

Content Manager

- Helped establish the new Content department, rising from Associate to Content Manager within a year.
- Reviewed and edited supplier audit reports for accuracy and compliance with client templates.
- Ensured technical consistency and timely delivery of reports, managing auditor communications.
- Trained auditors on client expectations and governmental standards, and built stakeholder relationships.
- Worked directly with Fortune 500 clients like GlaxoSmithKline, Gilead, Novartis, Pfizer, Apple, and Medtronic.
- Monitored auditor performance, providing feedback and ensuring standards were met.
- Earned the Certified Quality Improvement Associate certification from American Society for Quality.

TECHNICAL SKILLS

Google Analytics | Google Search Console | SEMRush | Surfer SEO | Adobe Creative Suite | SEO strategy | Website development | Canva | Tableau | Adobe Experience Manager | Camtasia | WordPress | Project management software (Asana, JIRA, Confluence, Trello, Slack, Wrike) | Google Workspace | Microsoft Office Suite | ChatGPT | Social media (Facebook, Instagram, X (Twitter), YouTube, TikTok, LinkedIn, Reddit, and WhatsApp) | Consumer Electronics products

EDUCATION

- Bachelor of Arts, Journalism - California State University, Long Beach, Long Beach, CA