

# Theodore Michael Goslin

## Senior Content Manager

tedgoslin@icloud.com • (310) 245-7312 • www.tedgoslin.com

### SKILLS

---

**Focus areas:** Vast expertise in content marketing, communications, copywriting and storytelling for webpages, blogs, marketing emails, articles, press releases and other written assets as needed. Web design and SEO experience designing and enhancing web pages on multiple platforms and for multiple audiences. Content strategy and experience leading a team to manage goals and deadlines. Experienced presenter in front of small and large audiences with use of PowerPoint.

**Computer software/ frameworks:** Microsoft Office (Word, Excel, Powerpoint), Adobe Photoshop and Acrobat, Wordpress, Adobe Experience Manager, Weebly, Wix, Asana, Slack, Sharepoint, Constant Contact, Survey Monkey, Mailchimp, Lytics, Google Analytics, Google Search Console, SEM Rush, Surfer, JIRA, Confluence, Agile methodologies (Scrum concepts), ChatGPT (experience with creating and editing content prompts and integrating into final content product), AP Style.

### PROFESSIONAL EXPERIENCE

---

#### **Auto Club Enterprises, Costa Mesa, CA**

**11/22 – 6/24**

##### *Digital Content Producer*

- Responsible for building and enhancing new and existing web pages for the Discounts and Rewards, Automotive and Insurance sections of the website
- Performed competitor analysis, keyword research and content development of pages to enhance for SEO and SEM
- Enhanced organic search traffic for pages like Disney, Universal, Legoland and SeaWorld by up to 80% YOY
- Conducted A/B testing to identify improvement opportunities

#### **Yamaha Corporation of America, Buena Park, CA**

**1/18 – 8/22**

##### *Senior Content Marketing Specialist*

- Developed, strategized and executed Consumer Audio blog articles
- Wrote and developed marketing emails to promote products, blogs and other content
- Attended trade shows and presented new products to B2B and B2C audiences
- Increased overall organic blog traffic by 75% and consistently maintained the Consumer Audio blog as the highest trafficked blog on the website out of all other categories (Pro Audio, Keyboards, Guitars, etc.)

#### **PAN Magazine, Los Angeles, CA**

**6/14 - Present**

##### *Editor-in-Chief/Publisher/Founder*

- Built and published the website PAN Magazine for the steelpan industry
- Wrote majority of content using AP style rules and SEO best practices
- Managed a team of interns to publish content
- Attended events and established brand with industry figures in multiple countries

#### **Mobile Electronics, Los Angeles, CA**

**7/13 – 1/18**

##### *Senior Editor*

- Managed the monthly print production of Mobile Electronics magazine
- Produced weekly emails to the industry
- Wrote blogs for the website and managed website content

### EDUCATION

---

#### **California State University, Long Beach**

*Bachelor of Arts, Journalism*