

# Ted Goslin

## CONTENT MARKETER

[tedgoslin.com](http://tedgoslin.com)

### Profile

Internationally recognized writer, editor, content creator and marketing communications leader with a passion for creative writing, copy writing, editing, video production, podcasting, email marketing, social media, SEO and digital marketing (B2B and B2C). Experienced leader and content manager with a focus on staff development, employee management, customer service, events, public speaking and partnerships.

### Work Experience

#### **PAN MAGAZINE**

Editor-in-Chief, June 2014 - Present

[www.pan-mag.com](http://www.pan-mag.com)

- Founded online publication for the steelpan industry
- Write, copy-edit, proofread and design layout for the majority of all articles (news, features, products, reviews, long- and short-form) using CMS platforms like Weebly and WordPress
- Strategize, write for and host weekly podcast, [Strike Up!](#)
- Develop and strategize editorial calendar, all written content on the website, email campaigns and social media
- Develop relationships with key industry figures and attended major events throughout the U.S. and abroad in Trinidad and Tobago
- Manage a team of interns to enhance content, run social media campaigns and maintain editorial calendar

#### **MOBILE ELECTRONICS MAGAZINE**

Senior Editor, July 2013 - Jan. 2018

- Wrote, copy-edited/proofread, strategized and developed content for the print magazine, online blog, social media and email campaigns
- Managed, budgeted and cultivated team of freelance writers, editors and graphic designers
- Attended trade shows and developed relationships with key industry figures to gain insight into industry trends

#### **SQA SERVICES, THIRD-PARTY QUALITY ASSURANCE**

Content Manager, June 2010 - May 2013

- Managed and edited audit reports for Fortune 500 companies (Pfizer, GlaxoSmithKline, Gilead, Apple)
- Translated technical information into professional written, business jargon
- Developed audit reports with clients and oversaw development of auditor's writing skills with auditors from around the globe (including India, China, South Korea, Japan, Germany, Ireland, England)

## Work Experience (Continued)

### **PATCH.COM, HERMOSA BEACH**

Reporter, March 2010 - Nov. 2010

- Wrote articles for the Hermosa Beach bureau of AOL-owned localized news site
- Covered Hermosa Beach City Hall beat, attended weekly city council meetings and developed relationships with city politicians for potential stories

### **CLEAR MEDIA**

Editorial Intern, April 2009 - Oct. 2009

- Wrote, developed and strategized content for blog to help drive traffic to portal website
- Found stories and cultivated relationships with potential interview subjects for the blog "Reality Check", covering real-life topics depicted on popular movies and TV shows

### **RECOVERY LIVING MAGAZINE**

Editorial Assistant, March 2008 - March 2009

- Edited and rewrote magazine articles from notable self-help and psychiatric industry experts
- Assisted with office tasks like scheduling and attending meetings and developing all content for potential future issues of the magazine
- Vast experience in technical, news and creative writing, editing, proofreading, podcasting, video production, project management, event presentation, content strategy and internal/external communications
- Proven track record of working in a team environment and independently
- Excellent at blogging, email marketing, social media marketing, public relations, media relations and SEO
- AP Style, Chicago Style, Adobe Creative Suite (Photoshop, InDesign, Illustrator), Microsoft Office (Word, Excel, PowerPoint, Outlook), various CMS (Basecamp, Wrike, Asana, Trello)
- Ability to work under pressure, multi-task and work independently
- Ability to follow instructions and deliver quality results
- Ability to manage and cultivate a team of varying skillsets
- Nominated for Western Publishing Association MAGGIE Awards, 2013-2014

## Skills and Achievements

## Education

### **BACHELOR OF ARTS IN JOURNALISM**

California State University, Long Beach, Class of 2007