

# Ted Goslin

## Senior Digital Content Writer

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### SKILLS

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**Focus areas:** Vast expertise in copywriting and storytelling for webpages, blogs, marketing emails, articles 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.

**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)

### PROFESSIONAL EXPERIENCE

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

11/22 – 6/24

*Digital Content Creator*

- Responsible for creating new web pages for the Discounts and Rewards and Insurance sections of the website
- Researched pages to enhance for SEO
- Enhanced organic search traffic for pages like Disney, Universal, Legoland and SeaWorld by up to 70% YOY

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

1/18 – 8/22

*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 60% 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

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**California State University, Long Beach**

*Bachelor of Arts, Journalism*