

SEAN BOULGER

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Digital Marketer. Content Strategist & Creator. Ghostwriter, Editor, Blogger. Unrepentant Culture Junkie.

EXPERIENCE

SBSVC // Freelance Writer, Content Marketing & Branding Consultant

May 2012 - Present

Blogger, journalist, storyteller, writer, designer. Hired gun. Social marketing strategist & SquareSpace specialist. Brand development. High-profile clients include **Patrick Cain Designs**, 7-time *New York Times* bestselling author **Neil Strauss**, and production company **Top Line Incentives**.

Solid Commerce // Content Marketing

Aug 2013 - Oct 2014

Introduced email marketing campaign w/ 25% - 35% open rates. Developed multi-channel inbound content marketing campaign. Created content, strategy, & assets for blog, Facebook, Twitter, Instagram, etc. Increased lead generation & inbound traffic by 100% vs previous 5 years.

KidsExclusive.com // Content Director

Nov 2011 - May 2012

Created & oversaw all site content, project descriptions, etc. Developed & executed dynamic online marketing campaign. Wrangled interns. Wrote authoritative mommy blog.

Absolute Maintenance & Consulting // Marketing & Advertising Dir, Ghostwriter

Jan 2008 - Nov 2011

Developed & executed PPC, SEO, social marketing campaigns. Worked w/ SEO firms, provided creative direction to web developers. Wrote all SEO-optimized copy. Ghost-wrote manuscript for *The Water-Wise Home* based on client interviews & dictation.

Long Beach Union Weekly // Music Editor, Writer, PR Director

Fall 2006 - Spring 2009

Developed cutting-edge content & directed multi-page music section each week. Managed writers, copy edited, and wrote constant content. Designed weekly page layout. Coordinated with industry-leading PR firms, record labels, and concert venues.

SKILLS & EDUCATION

Microsoft Office • Mac OSX • Windows • PhotoShop • InDesign • FinalDraft

Cal State University, Long Beach

BA in English, Creative Writing

Servite High School

Graduated June 2005