

# SEAN BOULGER

📍 Los Angeles, CA

📞 714.507.5655

✉️ sean.boulger@gmail.com

📌 sean.boulger1

🐦 idiots\_delight

📷 idiots\_delight

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

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## EXPERIENCE

### **SBSVC** // Freelance Writer and Blogger, Content Marketing & Branding Consultant

May 2012 - Present

Blogger, writer, editor, and designer for hire. Social marketing strategist & Squarespace specialist. Clients have included LA furniture designer Patrick Cain Designs, Broke LA music festival, 7-time *New York Times* bestselling author Neil Strauss, motivational speaker Courtland Warren, and many more.

### **Solid Commerce** // Content Marketing Director

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 and social. Increased lead generation & inbound traffic by 100% vs previous 5 years. Reported directly to CMO.

### **KidsExclusive.com** // Content Director

Nov 2011 - May 2012

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

### **Absolute Maintenance & Consulting** // Marketing & Advertising Director, Ghostwriter

Jan 2008 - Nov 2011

Developed & executed PPC, SEO, and social marketing campaigns. Worked w/ SEO firms and provided creative direction to web developers. Wrote all SEO-optimized site copy. Ghostwrote 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, handled copy editing, and wrote constant content. Designed new page layout each week. Coordinated with industry-leading PR firms, record labels, and concert venues to arrange coverage.

## 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