

PORTFOLIO · 2026

Doug Smith

Community & Content Leader Podcast Producer · Marketplace Seller Engagement

Twenty years building the places people actually show up for: online communities, podcasts, and content programs that turn audiences into trusted, repeat participants. Five years inside eBay's seller ecosystem, five more scaling an independent seller media brand from zero.

Community Strategy

Podcast Production

Editorial Leadership

Seller Engagement

Creator Programs

AI Content Systems

2M+

MONTHLY USERS IN THE
COMMUNITY I MANAGED

211

PODCAST EPISODES
PRODUCED & HOSTED,
TWO SHOWS

300+

BLOG POSTS DIRECTED &
PUBLISHED

20y

IN COMMUNITY &
CONTENT WORK

doug@dascontentmedia.com

Temecula, CA

linkedin.com/in/doug-arthur-smith

01 Profile

What I do, and why it works.

I build community and content ecosystems where every piece feeds the next one. A podcast episode becomes a blog post, becomes a community thread, becomes a social clip, becomes the reason someone trusts the brand enough to sell on it.

I spent nearly five years at eBay as Community Content Manager on the Seller Engagement team, known to sellers simply as **doug@ebay**. I helped launch and produce the eBay for Business Podcast, ran the community content program, and represented eBay on stage at seller and industry events nationwide. From 2021 to 2025 I was Director of Content at List Perfectly, where I co-hosted and produced The Seller Community Podcast and ran the blog, live shows, and social programs supporting resellers across ten-plus marketplaces. I now run dascontent media and host The Snoop Dougie Show across podcast and TikTok Live.

CORE EXPERTISE

● Community & Ecosystem Strategy

Designing and running online communities at enterprise scale: content calendars, moderation posture, seller escalation paths, and the trust mechanics that keep people coming back.

● Podcast & Media Production

End-to-end: format design, booking, hosting, interviewing, editing direction, publishing, distribution, and the repurposing engine that gets ten assets out of one recording.

● Marketplace Seller Engagement

Building working relationships with high-volume sellers and creators. Translating platform policy into plain language, and seller frustration into product feedback that lands.

● Editorial & Content Operations

Owning a publishing calendar end to end: briefing, writing, editing, SEO structure, and building a blog into a primary organic traffic source.

● AI-Assisted Content Systems

Using AI to turn long-form recordings into show notes, articles, clips, and social copy without losing the voice that made the original worth listening to.

● Live Shows, Social & Creator Programs

Recurring live formats, influencer and creator partnerships, and organic social growth across YouTube, Instagram, Facebook, and TikTok.

CAREER ARC



02 Career Impact

Enterprise community at marketplace scale.



eBay

COMMUNITY CONTENT MANAGER · SELLER ENGAGEMENT · ~5 YEARS

2M+

MONTHLY USERS IN THE EBAY
ONLINE COMMUNITY

Top 10%

GLOBAL DOWNLOAD RANK,
EBAY FOR BUSINESS PODCAST

6+

NATIONAL CONFERENCES &
SELLER EVENTS REPRESENTED

WHAT I OWNED

- ◆ **The community content program.** Editorial calendar, announcements, seller-facing explainers, and the day-to-day presence sellers knew as **doug@ebay**. A named, accountable human inside a platform most sellers otherwise experienced as a policy page.
- ◆ **Podcast launch and production.** Part of the team that built the eBay for Business Podcast from scratch into eBay's flagship audio channel for sellers, with weekly episodes covering policy changes, seller updates, and community stories.
- ◆ **Seller relationships.** Direct lines to high-volume sellers and community leaders. Turned raw seller frustration into structured feedback the business could act on, and turned policy changes into language sellers could actually use.
- ◆ **Stage and event presence.** Represented eBay at Content Marketing World 2018, Podcast Movement 2019, eBay Open, eBay Upfronts, Retail Revival events, and seller meetups across the country.

WHY IT MATTERED

Marketplace sellers don't churn because of features. They churn because they feel unheard. The work was building a channel where sellers got straight answers from a person with a name, consistently, at a scale of millions. That's a retention program disguised as a content program.

ON STAGE



eBay Open, eBay's flagship annual seller conference.

The job in one sentence

Be the person sellers could name. Everything else, the podcast, the community posts, the conference stages, existed to make that one thing true at a scale of millions.

03 Career Impact

Building a media brand from zero.

LP

List Perfectly

DIRECTOR OF CONTENT · PODCAST CO-HOST · 2021 TO 2025

178

EPISODES ACROSS
FIVE SEASONS

4.6/5

APPLE PODCASTS
RATING

300+

BLOG POSTS
DIRECTED

10+

MARKETPLACES
COVERED

WHAT I BUILT

- ◆ **The Seller Community Podcast.** Co-hosted and produced from launch through five seasons and 178 episodes. Deliberately built as a resource for the *whole* seller community, not one marketplace: eBay, Poshmark, Etsy, Mercari, Depop, Grailed, Kidizen, Vestiaire, Facebook Marketplace, and Shopify.
- ◆ **The Seller Community Blog.** Directed 300+ posts covering platform updates, seller education, product walkthroughs, and reseller stories. Grew it into one of the company's leading organic traffic sources.
- ◆ **Live shows and social.** Launched recurring live formats and expanded distribution across YouTube, Instagram, Facebook, and TikTok, turning each episode into a multi-format content run rather than a single audio drop.
- ◆ **Creator and influencer programs.** Built partnerships across the reselling creator ecosystem, bringing seller voices onto the show and the brand into their audiences.

WHAT THE AUDIENCE SAID

This podcast is a staple in the reselling community.

Apple Podcasts review, January 2024

Most resellers spend so much time working in their business that they rarely take time to work on it. This podcast gives you an opportunity to do both.

Apple Podcasts review, September 2023

THE WORK



04 The Content Engine

How one recording becomes a month of audience touchpoints.



SELECTED WORK



PODCAST • CO-HOST & PRODUCER

The Seller Community Podcast

178 episodes, five seasons, 4.6★ on Apple Podcasts. The reselling community's cross-platform resource, sponsored by List Perfectly.

thesellercommunitypodcast.com



EDITORIAL • DIRECTOR

The Seller Community Blog

300+ posts across platform updates, seller education, product guides, and reseller stories. A leading organic traffic driver for List Perfectly.

listperfectly.com/blog



PODCAST & TIKTOK LIVE • CREATOR & HOST

The Snoop Dougie Show

My own show since 2020, rebranded from The Albums That Saved Us. Music, movies, books, and culture. 33 episodes, 5.0 stars on Apple Podcasts, plus a recurring TikTok Live format. Built and run solo.

The Snoop Dougie Show on Apple Podcasts • TikTok Live



LIVE & SOCIAL • PROGRAM LEAD

Live Shows & Creator Network

Recurring live formats and influencer partnerships across YouTube, Instagram, Facebook, and TikTok, extending each episode into a full content run.

Multi-platform

05 Stage & Industry Presence

Where I've represented the brand and the community.

● Content Marketing World 2018

Presented on behalf of eBay on community-led content programs.

● Podcast Movement 2019

Representing eBay's audio program among the industry's podcast community.

● eBay Open

eBay's flagship annual seller conference. Community and content sessions.

● eBay Upfronts

Seller-facing platform and policy briefings.

● Retail Revival

eBay's economic development program, working with local sellers and cities.

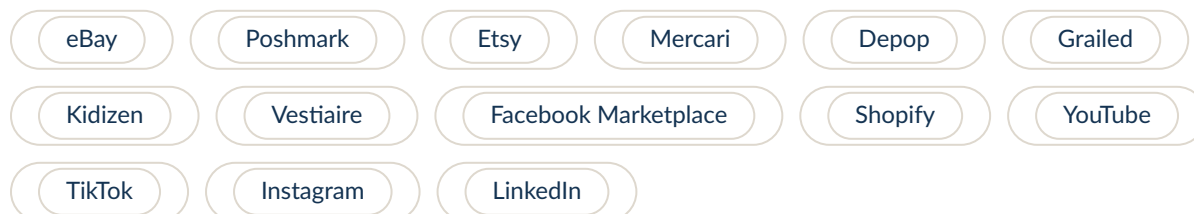
● Seller Meetups & Industry Events

Ongoing in-person presence across the reselling community, including FlipCon and regional meetups.

INTERVIEWED & FEATURED

- ◆ **arcthrift Podcast.** "Mastering the Art of Social Selling with Doug Smith of List Perfectly"
- ◆ **The Seller Community Podcast.** 178 episodes as co-host, interviewing sellers, platform staff, and industry operators
- ◆ **The Snoop Dougie Show.** 33 episodes as creator and host, 5.0 stars on Apple Podcasts
- ◆ **List Perfectly Blog.** Bylined author on product, platform, and community topics
- ◆ **LinkedIn.** Regular commentary on social platform shifts, creator economy, and marketplace policy

PLATFORMS & MARKETPLACES I KNOW COLD



ON THE PANEL



Podcast Movement 2019

Why events matter here

Community work is credibility work. Standing on a stage and taking unscripted questions from sellers, in front of sellers, is how a platform earns the right to be believed the rest of the year.

06 Consulting

dascontent media: for teams that need the system, not a headcount.

- 1 Community Program Design**
Standing up or rebuilding an online community: structure, content cadence, moderation posture, escalation paths, and the metrics that tell you whether it's actually working.
- 2 Podcast Strategy & Production**
Format design, launch, host coaching, and the production workflow that keeps a show shipping weekly without burning the team out.
- 3 Content Repurposing Systems**
The engine that turns one recording into a blog post, show notes, clips, a newsletter, and a week of social, using AI where it saves time and human editing where it saves the voice.
- 4 Marketplace Seller Engagement**
For platforms with a seller base: how to communicate policy without triggering revolt, how to build seller advocates, and how to make feedback loops that product teams trust.
- 5 Creator & Influencer Programs**
Identifying, recruiting, and working with creators in a niche: the ones whose audiences actually convert, not the ones with the biggest follower counts.
- 6 Editorial & Organic Growth**
Blog strategy, publishing operations, and the SEO structure that makes content compound instead of expire.

HOW I WORK

Audit first

Two weeks looking at what you already have. Most teams are sitting on more usable content than they think.

Build the system

A documented workflow your team can run without me, plus templates and a publishing cadence.

Run it with you

Hands-on for the first cycle: hosting, editing direction, and live coaching until it's habit.

Hand it off

The goal is a team that doesn't need a consultant. Everything documented, everything transferable.

A note on how I think about this work

Communities and content programs fail the same way: they get treated as marketing output instead of a relationship. The metrics I care about are the boring durable ones. Do people come back. Do they answer each other's questions. Do they tell you the truth when something breaks. Get those right and reach takes care of itself.

LET'S TALK

Doug Smith

Now running dascontent media and taking on consulting clients.
Open to community, content, and podcast leadership roles.

EMAIL doug@dascontentmedia.com

LINKEDIN linkedin.com/in/doug-arthur-smith

LOCATION [Temecula, California](#)
Remote-first, open to travel

SOCIAL [@snoop.dougie](#)
Instagram · TikTok · YouTube

PODCASTS [The Snoop Dougie Show](#)
The Seller Community Podcast (2021 to 2025)

ROLES

Head of Community · Director of Content ·
Podcast & Media Lead · Seller / Creator
Engagement

INDUSTRIES

Marketplaces & ecommerce · SaaS with a creator
or seller base · Media & podcast networks