

GIGEN LUKE MAMMOSER

Web Content Strategist
& Copywriter

FEATURED



healthline



mixmag

ABOUT ME

Hi! I'm Gigen – a writer with 10+ years of professional experience in fields including marketing, digital media, and nonprofit. I specialize in performance-driven web content strategy and copywriting. I help build better brands with engaging content and compelling storytelling. Let's level up together!

EXPERIENCES

2020-2023

Due to the COVID-19 pandemic, I returned to New Mexico to help my family and take on a leadership role at the Buddhist temple where I was raised.

Bodhi Manda Zen Center / Director Of Operations

July 2020 - May 2023, Jemez Springs, NM

- Oversaw day-to-day operations for an educational and religious non-profit organization.
- Provided strategic direction, ensuring alignment with the mission, goals, and values of the organization.
- Exceeded fundraising and budget KPIs by lowering monthly costs and improving email outreach.
- Demonstrated strong leadership and team management skills, fostering a collaborative and inclusive work environment.
- Built and nurtured partnerships with the local community, donors, Board of Directors, and other stakeholders to increase fundraising opportunities and expand reach.

- Developed an overall communications strategy, including brand voice, content, and best practices.
- Grew the organization's digital presence through social media, email, video, and web content.

Freelance Content Creator

December 2018 - May 2020, Los Angeles, CA

- Created, pitched, and executed multi-channel content strategies that built brand awareness, increased engagement, and inspired audiences to act.
- Founded my own lifestyle/media brand, Party Slime.
- Collaborated on editorial and branded content for clients including: CVS Health, VICE, Healthline, The h.wood Group, iFunny, and more.
- Wrote and edited a broad range of SEO-rich content for digital publication, including blog posts, video scripts, website content, social media posts, and photo captions.
- Demonstrated impeccable project management skills: completing multiple projects for different clients simultaneously and on time.
- Proactively managed client revisions and feedback.

VICE Media Group / Senior Editor

August 2015 - September 2017, Toronto, ON

- Planned and executed strategic plans for audience growth across multiple channels.
- Presided over 60% increase in YoY growth in traffic, as well as improved clickthrough and bounce rate.
- Developed and maintained editorial standards, style guidelines, and SEO best practices.
- Rigorously adhered to VICE's brand voice.
- Collaborated with teams and offices across the globe to align on brand messaging and editorial coverage.
- Monitored audience engagement and other key performance indicators (KPI), and presented regular reports to editorial and marketing teams.
- Managed a large editorial team and freelance network.
- Consulted on creative briefs for native advertising ("sponsored content") campaigns for major brands (eg. Toyota, Budweiser).

DJ Magazine / Editor

May 2014 - August 2015, Toronto, ON

- Wrote, edited, and published engaging, culturally-impactful long-form and short-form web content for the world's leading voice in electronic music.
- Implemented content and editorial strategy in collaboration with other teams and stakeholders.

2012-2014

I decided to pursue graduate school, attending the University of Toronto from 2013-2014, and earning my MA in Comparative Literature.

- Demonstrated effective project management skills, consistently meeting deadlines, KPIs, and OKRs.
- Managed an editorial team, interns, and a network of freelance contributors.
- Maintained brand voice and style guide standards.
- Collaborated with other teams including, graphic design, social media, marketing, and other stakeholders to implement brand strategy through editorial content, video, and social media.

Roadrunner Agency / Junior Copywriter

February 2010 - March 2012, Albuquerque, NM

- Developed, wrote, and edited marketing copy for a variety of mediums, including: web, social media, video, newsletter, blog, and printed collateral.
- Wrote clear, compelling, and grammatically correct copy.
- Performed competitor and keyword research to assist in the development of creative briefs and marketing strategy.
- Wrote SEO content for web, blog, and other media.
- Worked in a team-oriented manner; received and implemented feedback from shareholders.

Roadrunner Agency / Communications Associate

December 2008 - February 2010, Albuquerque, NM

- Assisted in the development of marketing materials for local businesses.
- Worked on marketing collateral in a variety of mediums including: print, web, social, email, flyers, and brochures.
- Composed and scheduled social media content across multiple platforms.
- Wrote blog posts and ensured web content was consistent, accurate, and typo-free.

SKILLS

Content Strategy ● Branding ● Team Leadership
Copywriting (Web, B2B, B2C, PDP, Direct Response, Social)
SEO Writing ● Keyword Research & Integration ● ChatGPT
AI-Generated Content ● G-Suite ● Google Analytics &
Keywords CMS (Content Management System) ● Project
Management Wordpress ● Long & Short-Form Content Writing
● Blogging Link Building ● Copy Editing

EDUCATION

University of Toronto

Master of Arts, Comparative Literature

2013-2014, Toronto, ON

Occidental College

Bachelor of Arts, English, *Cum Laude*

2004-2008, Los Angeles, CA
