

GIGEN LUKE MAMMOSER

Writer + Web Content Strategist

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ABOUT ME

Experienced web content strategist and writer with 10+ years crafting performance-driven content across digital media, health + tech, and nonprofit sectors. I specialize in helping brands find their voice and product fit with distinct, impactful storytelling. I'm passionate about building community and mindshare through compelling narratives and engaging content.

EXPERIENCE

Freelance Writer + Content Strategist

May 2023 – Present

- Delivered tailored web content solutions for clients across different business sectors.
- Developed and implemented multi-channel content strategies that expanded brand reach and drove measurable engagement and impressions.
- Collaborated with diverse clients, from startups to established brands, to produce SEO-optimized content, blog posts, newsletters, and social media.
- Refined client-facing skills, managing project timelines and feedback loops to consistently deliver high-quality, impactful content.

Bodhi Manda Zen Center | Director of Operations

July 2020 - May 2023, Jemez Springs, NM

- Directed daily operations for a nonprofit educational organization, aligning content and communications with organizational goals.
- Created and led a digital communications strategy, expanding the center's reach via web content, social media, newsletter, and video.
- Achieved and surpassed fundraising targets by optimizing cost-efficiency and enhancing digital engagement strategies.
- Cultivated partnerships with community stakeholders and donors, strengthening the center's visibility and resources.

Inane Media | Founder + Content Creator

December 2018 - May 2020, Los Angeles, CA

- Designed and executed multi-channel content strategies that enhanced brand recognition and user engagement.
- Built and managed a lifestyle/media brand, Party Slime, where I developed a brand voice and content strategy to engage youth audiences.
- Collaborated with clients, including CVS Health, VICE, and Healthline, producing SEO-optimized content that spanned blogs, video scripts, web copy, and social media posts.
- Created engaging content tailored for niche audiences, integrating the latest trends and strategies to strengthen brand storytelling and digital presence.

VICE Media Group | Senior Editor

August 2015 - September 2017, Toronto, ON

- Led content and audience growth strategy, increasing web traffic by 60% YoY and significantly boosting engagement rates.
- Managed a large editorial team and maintained VICE's distinctive brand voice across channels.
- Collaborated globally on brand-aligned content, incorporating data-driven insights and interactive media formats.
- Led creative briefs for native advertising ("sponsored content") campaigns for major brands (eg. Toyota, Budweiser).

DJ Magazine | Editor

May 2014 - August 2015, Toronto, ON

- Developed culturally impactful content, producing both long-form articles and short-form web pieces for the leading voice in electronic music.
- Managed an editorial team and collaborated with stakeholders on cross-team content strategies, including marketing and social media.

Roadrunner Agency | Junior Copywriter

February 2010 - March 2012, Albuquerque, NM

- Produced marketing copy for various channels, including web, social media, newsletters, and printed collateral.
- Conducted keyword research and competitor analysis, refining copy to resonate with targeted audiences.

SKILLS

- **Content Strategy:** Skilled in strategic content development, specializing in digital-first narratives, including social media, newsletter, and blog.
 - **Copywriting:** Proficient in creating SEO-optimized content across web, B2B, and B2C channels, with experience in PDP and direct response.
 - **Tech-Driven Content:** Knowledgeable about blockchain basics, gaming platforms, and community engagement on Discord, X, and other gaming forums.
 - **Project Management:** Strong ability to oversee projects from inception to completion, consistently meeting deadlines and KPIs.
 - **SEO & Analytics:** Experienced in keyword research, Google Analytics, CMS management, and link building for optimized web performance.
 - **Collaboration & Leadership:** Managed editorial teams and collaborated cross-functionally to implement cohesive content strategies across multiple media.
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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

PORTFOLIO

A selection of my work can be viewed at www.gigen.xyz.