

Ted Bauer

2128 Morning Glory Avenue * Fort Worth, TX 76111 * (860) 967-7667

tedbauer2003@gmail.com | [Work Samples](#)

Executive Summary

Content marketer with 17 years of experience in storytelling, blogging, thought leadership, white papers, eBooks, email marketing, content management, content strategy, sales enablement, and managing marketing teams. Have mostly been freelance of late, but seeking a FTE role for greater stability and sense of team.

Experience

Various (Freelance Content Strategy) Nov. 2015-Present

- Have worked for 120+ clients across SaaS, real estate, HR tech, cybersecurity, and startup on all aspects of content marketing, ranging from in-office roles to remote and hybrid roles. [Multiple work samples available here.](#)

Virtuoso July 2014-Nov. 2015

Content Manager | EMail Marketer

- Managed website, created luxury travel case studies, coordinated email list of 1,000,000+, weekly Google Analytics reporting, blogging, magazine writing.

PBS Feb. 2012-July 2014

Content Marketing Manager

- Worked in the education vertical, managing a team of 4-6 re: website management, Google Analytics reporting, social strategy, blogging, thought leadership, video scripts, email marketing campaign creation and deployment.

ESPN June 2005-Feb. 2012

Writer, Producer, Marketer

- Fastest-person ever promoted in Studio Production history (11 months PA to AP). Otherwise served in many capacities here, from TV segment production to script-writing to email marketing to blogging to long-form copy to anything in between.

Teach for America June 2003-June 2005

Elementary School Teacher

- Served as 2nd/3rd grade teacher in AmeriCorps in Houston after graduating from college.

Education

Georgetown University, BA (Psychology/Sociology), 2003

University of Minnesota, MA (Organizational Development), 2014

Technical Skills

Microsoft Suite, Google Suite, HubSpot, Klaviyo, MailChimp, Salesforce, Constant Contact, Marketo, WordPress, Yoast, KWFinder, SEMRush, SEO, Sales Enablement, Technical Writing, UX Writing, Kentico, SurferSEO, Video Editing, Audio Editing, more upon request.