

THOM FAIN

Senior Content Strategist | Brand Storyteller | International Audience Growth Specialist

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SUMMARY

Senior Content & Brand Strategist with 15+ years of experience, specializing in audience growth, editorial strategy, and cross-cultural storytelling across media, entertainment, technology, gaming, automotive, and higher education.

- ◆ Built Monthly Puroresu from concept to a globally recognized media brand with 20K+ followers, 20K weekly readers, 13 print issues, international contributors, SEO-driven web content, e-commerce operations, and a successful 2024 merger.
- ◆ Drove growth for Japanese and U.S. brands, including 10,215 new followers, 1.9M engagements, and 5.5M media views for Bushiroad's STARDOM brand while producing English PR, social content, interviews, subtitles, & live broadcast segments.
- ◆ Created content strategies, editorial systems, and campaign messaging for brands including Fair, UCLA, Nexon America, PlayVS, Genesis Motors, R/GA, Innocean, Gannett, and University of Washington.

SKILLS

Content Strategy • Brand Storytelling • Audience Growth • Editorial Strategy • Cross-Cultural Marketing • International Brand Development • SEO Content Strategy • Social Media Marketing • Digital Content Production • Copywriting & Editing • Campaign Messaging • Content Performance Analysis • Stakeholder Collaboration • Media Relations • Live Broadcasting

PROFESSIONAL EXPERIENCE

Founder + Editorial Advisor

Monthly Puroresu LLC

Tokyo, Japan | Los Angeles, CA

August 2020 – Present

- ◆ Built a globally recognized Japanese wrestling media brand from concept to 20K+ followers and 20K weekly readers through SEO content strategy, editorial planning, audience development, and organic social growth.
- ◆ Published 13 print issues across 4 years while directing editorial calendars, contributor workflows, creative assets, e-commerce operations, interviews, photography, and digital magazine production.
- ◆ Led an international team of writers, designers, illustrators, and recent graduates while shaping brand voice, editorial standards, content quality, and long-form storytelling across web, print, and social platforms.
- ◆ Completed a successful 2024 merger with a Western media company after building the brand into a trusted English-language source for Japanese wrestling coverage, interviews, analysis, and industry commentary.
- ◆ Develop brand storytelling, voiceover, MC, and on-screen media opportunities through Tokyo-based agency representation, expanding credibility across sports media, live events, and international entertainment.

Professional Broadcaster

Free Wave Co., Ltd.

CyberAgent Inc.

Bushiroad Inc.

FiteTV & TrillerTV

Tokyo, Japan | Los Angeles, CA

April 2026 – Present

April 2025 – Present

March 2024 – March 2025

January 2023 – October 2023

- ◆ Deliver live English commentary for Wrestle Universe and international streaming audiences, translating Japanese combat sports storytelling into accessible, engaging narratives for Western viewers.
- ◆ Produced 20+ broadcast events across multiple platforms while adapting live commentary, backstage interviews, match analysis, and talent-driven storylines for global sports entertainment audiences.
- ◆ Generated 1.9M engagements and 5.5M media views at Bushiroad by connecting broadcast storytelling with English PR, social media content, event promotion, and international audience growth.
- ◆ Strengthened English-language brand visibility for Japanese wrestling promotions by building relationships with Western media, on-screen talent, production teams, and international fan communities.

- ◆ Develop commentary, voiceover, MC, and on-screen talent opportunities through Tokyo-based agency representation, positioning storytelling expertise across sports media, live events, and entertainment.

Senior Content Strategist + Brand Developer

Tokyo, JP | Los Angeles, CA | Austin, TX

Freelance

January 2009 – Present

- ◆ Built content strategies and campaign messaging for 10+ clients across technology, automotive, gaming, entertainment, higher education, and media, aligning brand voice with audience growth goals.
- ◆ Led a \$600K customer experience and content operations transformation at Fair through Sprinklr configuration, social care workflows, executive dashboards, and cross-functional stakeholder alignment.
- ◆ Optimized 50+ UCLA web pages using SEO principles, audience research, and clear conversion-focused copy to strengthen digital content quality across university marketing properties.
- ◆ Produced CRM, email, UX, blog, and campaign copy for Nexon America and PlayVS, translating gaming brand objectives into player-focused messaging across web, lifecycle, and product channels.
- ◆ Collaborated with R/GA, Innocean, and Genesis Motors on integrated campaign strategy, brand storytelling, content effectiveness, and audience-aligned messaging across agency-led initiatives.
- ◆ Delivered 600+ syndicated articles for Gannett and USA TODAY Network across 125+ publications, using research, editorial judgment, and engagement data to reach 1M+ readers.
- ◆ Created video scripts, UX content, advertorial copy, and campaign messaging for FIXD Automotive, translating technical product features into clear consumer-facing automotive technology content.

Market Research Analyst

Tokyo, Japan

Techno Systems Research Co., Ltd. (Contract)

September 2025 – December 2025

- ◆ Produced 70+ pages of technical market research on GNSS, satellite positioning, automotive, cellular, and semiconductor trends after reviewing 1,000+ pages of industry documentation.
- ◆ Translated complex technical research into client-facing insights for domestic and international business audiences, connecting market trends to strategy, positioning, and competitive analysis.
- ◆ Completed a 3-month contract/trial engagement centered on market intelligence, technical research, and analytical reporting for automotive, cellular, and semiconductor clients.

EDUCATION

BS, Sociology; Minor in Journalism | Texas State University

Broadcasting + Creative Writing | Santa Monica College

AA, Journalism | Austin Community College

TOOLS AND SYSTEMS

Marketing & Analytics: Google Analytics, Sprinklr, Sprout Social, SEO/SEM Optimization, Data Analytics

Content Management & Web Platforms: Contentful CMS, Shopify, WordPress, CMS Scheduling

Creative & Production Tools: Adobe Creative Suite, Final Cut Pro, DSLR Camerawork, Live Broadcasting

Publishing & Design: Affinity Publisher, Adobe InDesign, BookWright

Digital Media & Streaming Platforms: Wrestle Universe, FiteTV, TrillerTV, Stardom World, NJPW World

ADDITIONAL INFORMATION

Languages: English (Native / Expert) | Japanese (Beginner / Currently Studying)