

THOM FAIN

CONTENT STRATEGIST & PRODUCER

Los Angeles, CA & Tokyo, JP | Cell: +1 (469) 955-7354 -or- +81 (070) 2677-1476 | Email: thomfain@gmail.com

WHO I AM

I've had cups of coffee in broadcasting and state politics, but the majority of my career has been spent in journalism and marketing. As a creative pro with a multimedia approach, I've grown brands while identifying and growing audiences for 15 years. I enjoy working with clients in a range of industries on their copywriting and content strategy needs. Creativity, humanity and actionable language run through every piece of work I've produced; whether that's at newsrooms, tech startups, streaming giants or ad agencies.

SKILLS

Content Strategy	Creative Direction	Press Releases & Blogging	Copywriting
Digital Marketing	Interviews & Transcripts	Scripts & Production	Global Team Mgmt
Research & Reporting	Social Media Marketing	Audience Engagement	Brand Development

WORK EXPERIENCE

Journalist/Commentator & Content Marketer
Freelance

Jan. 2009 – Present

In my first seven years as a pro, I slung words from longform features to daily news (both online and that dusty relic, print). My media ethics may be rooted in that old print age, but my skill set is modern. I branched out from journalism years ago and enjoyed contracts working in academia, ad agencies and tech startups on everything from content strategy to brand stories that resonate deeper than a Radiohead power ballad.

- Cooked up ad copy for clients like Clutter (because who doesn't love a novel solution to decluttering, right?) and even Genesis (turns out luxury cars need a good social stories too). Other clients included UCLA, R/GA, Fair app
- Teamed with editors to churn out longform pieces that unpacked complex topics, alongside daily news hits that kept readers on their toes
- You could call me a research guru, with a specialty in unearthing hidden truths and fun facts on subjects ranging from space technology to the nitty-gritty of national politics
- Basically, I'm a content strategist now. From the initial spark of an idea to seeing it through to completion and managing a global team, I'm the guy who keeps the train on the tracks while thinking about business goals
- Went on a detour to the wild world of pro wrestling, trading the keyboard for a headset. Yep, I was a live commentator, the voice behind the smackdown (though thankfully, no chair throwing was involved). Even did some backstage interviews, getting the real dirt from the wrestlers themselves
- Oh, and did I mention I'm pretty good at building relationships? Because at the end of the day, that's all we have

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WORK EXPERIENCE CONTINUED

English PR & Comms

Mar. 2024 – Present

Bushiroad Inc.

- Manage relationships with Western media for Bushiroad's STARDOM wrestling organization
- Project manage Japanese to English translations & subtitles while asset tracking for the streaming team
- Produce scripted content, social media content, and staged interviews with on-screen talent to assist international audience growth goals
- On call for international marketing efforts consistent with the STARDOM's Japanese marketing goals

Content Producer (Contract)

Sep. 2023 – Aug. 2023

Millbrook Media

- Write short, snappy and engaging content for our online gaming community's social hub
- Collaborate with video team to produce video scripts consistent with brand tone & voice
- Research and write SEO-driven longform content for online gaming blogs to drive player traffic

Founder, Fmr. Editor in Chief

Aug. 2020 – Mar. 2024

Monthly Puroresu

- During the pandemic, I transformed X (fka Twitter) hot takes into a thriving wrestling brand, Monthly Puroresu, recognized by industry insiders and fans. Doubling as Editor-in-chief & Creative Director, I led a global team of writers and recent graduates, collaborating with illustrators and designers to produce engaging content that resonated across platforms
- Expertise led to broadcasting roles with FiteTV along with fieldwork in Tokyo
- Developed a social media following of over 20k, managing e-commerce, web content, and SEO strategy while producing arena photography, videos, magazine spreads and digital content
- Published 13 print issues; once quarterly plus a special edition across 4 years in business

MORE WORK HISTORY

Please me on LinkedIn for more professional experience & recommendations

- Nexon America, UCLA, PlayVS, Fair app, University of Washington, Texas House of Reps & more

EDUCATION & PROFESSIONAL DEVELOPMENT

Texas State University | B.S. in Sociology, minor in Journalism | San Marcos, TX

2012

Austin Community College | A.A. in Journalism | Austin, TX

2010

TECHNICAL SKILLS

Adobe Photoshop	Sprinklr & Sprout	Final Cut Pro	CRM & Figma
Broadcasting	M. Office & G. Suite	DSLR Camerawork	Adobe Lightroom
Wordpress & Contentful	Keynote & Powerpoint	Affinity & InDesign	Workfront

ACHIEVEMENTS

Sports Broadcasting debut FiteTV (now Triller) Los Angeles, CA & Tokyo, JP	2023
Founder, Publisher Monthly Puroresu LLC Santa Monica, CA & Tokyo, JP	2020 - 2024
Ad Agency campaigns, incl. Super Bowl 2020 R/GA & Innocean Los Angeles, CA	2020
Over 1k published bylines as a journalist Gannett, Dallas Morning News et al. CA, TX	2009 - 2024

REFERENCES

Lawrence Gouett, Millbrook Media CEO lgouett@hotmail.com

Mavs Gillis, Bushiroad; Monthly Puroresu; Eastlink Producer (902) 780-6287

Tom Mullen, Fair.com; AP; 20th Century Fox Writer/Director: (310) 795-4196

Collie Nelson, UW Medicine Sports Institute; Managing Editor (978) 270-3124

Lisa Glowinski, Gannett; Past President, Society for Features Journalism (217) 816-3343

Brigitt Hartin, Texas House of Representatives: (512) 736-7571

Pete Freedman, Dallas Observer, Central Track: (781) 223-4115

Randy Stevens, Gannett, San Marcos Daily Record: (512) 757-1531

Dr. Bob Price, Texas State University: bobprice@txstate.edu

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