

# Thom Fain

• Los Angeles, CA • +1 (469) 955-7354 • thom.fain@gmail.com

## WHO AM I?

A highly skilled and creative copywriter & content strategist with 10 years of experience in developing compelling and persuasive content. Possesses a deep understanding of storytelling, consumer behavior, and brand messaging, I am dedicated to creating engaging content that drives audience engagement and delivers measurable results. Seeking a challenging role in a brand or editorial environment to contribute my expertise and help organizations establish a strong brand presence.

## SKILLS

- Research & Reporting
- Editing & Publishing
- Brand & Marketing
- Editorial & Graphic Design
- Content Strategy
- Team Management
- SEO & Internal Reporting
- Broadcasting & Video Editing
- Copywriting
- White Papers
- Client Liaison
- Public Relations

## PROFESSIONAL EXPERIENCE

### Copywriter

**Nexon America – El Segundo, CA**

**May 2023 – Present**

#### Key Responsibilities:

- Provide original concepts and copywriting for KartRider: Drift and MapleStory video game franchises.
- Liaise with localization and Nexon Korea team for copyediting.
- Develop original and rewritten landing pages for seasonal video game marketing campaigns.
- Discover user touchpoints and write to key themes using in-game audience engagement.

### SEO Copywriter

**Pelican – Torrance, CA**

**Mar 2023 – Present**

#### Responsibilities:

- Project manage and create content for three new subsites to help drive organic traffic.
- Develop competitor analyses to understand brand positioning, while reporting on consumer market trends to VP of Marketing.
- Edit and publish content in partnership with SEO partner agency.
- Develop SEO-focused content strategies to improve organic search rankings and increase website visibility.
- Create compelling and keyword-rich website copy, blog articles, meta descriptions, and social media posts.

### Founder, Editor in Chief

**Monthly Puroresu – Santa Monica, CA**

**Aug 2020 – Aug 2023**

#### Key Responsibilities:

- Assign and edit a wide range of written materials including articles, social media and marketing collateral, a business proposal and 13 print magazines for grammar, spelling, punctuation, and style.
- Collaborate closely with writers, providing constructive feedback to enhance clarity, coherence, and overall quality of content.
- Ensure consistency of tone, style, and messaging across various documents and publications.
- Conduct fact-checking and verification of information to maintain accuracy and credibility of content.
- Act as creative director, working in lock step with illustrators, web dev & designers.
- Outreach and in-depth interviews with on-screen talents.
- Maintain relations with PR teams at Entertainment corp's in Tokyo.
- Assign, edit or write all content from social media to oral history.
- Manage e-commerce, web content and SEO.
- Arena photography, video and photo editing.
- Design 32 to 52-page print editions quarterly, mailing to four continents.
- Color commentary and broadcast interviews in Tokyo and LA.

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## Copywriter UCLA - Los Angeles, CA

Jul 2021 - Jan 2022

### Key Responsibilities:

- Worked with partner agencies to develop and implement content marketing planning.
- Built rapport with department SMEs to upgrade website landing pages for better ROI.
- Produce over 50 pages of new web copy.
- Used SEO principles to maximize copy's reach.
- Wrote clear, informative and original marketing materials.

## Copywriter PlayVS - Santa Monica, CA

Sep 2020 - Apr 2021

### Key Responsibilities:

- Worked on both longform and shortform as needed, interviewing players and coaches while assisting marketing managers in ongoing campaign initiatives.
- I also helped director of content on project management and messaging to key audiences.
- Performed extensive research and analysis on product market competitors & esports trends.
- Wrote for latest news module and other UX initiatives.
- Strategized content pillars, charting growth opportunities.

## Content Strategist/Writer - Santa Monica, CA Fair.com

May 2018 - Nov 2019

### Key Responsibilities:

- Led team of social media managers to implement consumer engagement strategies and developed metric dashboard for executive stakeholder decision-making.
- Coordinated global collaborative projects to develop brand tone and voice across multiple departments and ensure organizational brand alignment.
- Led project to develop information architecture with website team and develop interactive FAQ Project Managed \$600K budget to create customer service channel and team with custom configuration of Sprinklr Implemented analytics dashboard featuring advanced performance metrics for C-suite stakeholders.
- Partnered with marketing and content directors to develop strategy, white papers, and P.R. material.
- Developed content calendar for blog, using Contentful and SEO best practices to publish posts.
- Conducted research, trend, and data analysis to resolve product issues and optimize UX for app users.
- Performed copyediting of contributor submissions and led weekly workshop to establish brand voice and tone.

## OTHER EXPERIENCES Freelance & Full-time

Aug 2011 - Dec 2017

- While discovering my skillset and studying how the digital revolution would impact editorial and multimedia, I developed a rapport with editors, academics and politicians in Texas, California and Washington.
- Program Coordinator - University of Washington (2017)
- Political Content Specialist - Gannett (2016-17)
- Assistant Editor - Pixo (2014)
- Legislative Staffer & Campaigner - Texas House of Rep's (2013)
- Sports Reporter - Central Track & San Marcos Daily Record (2011-12)
- Technical Writer - Texas State University (2011)
- Music Journalist - Culture Map & Central Track (2011)

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## EDUCATION

### BROADCASTING, CREATIVE WRITING

Santa Monica College  
2020 - 2021

### B.S. SOCIOLOGY, JOURNALISM

Texas State University

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2010 - 2012

## A.A JOURNALISM

Austin Community College  
2008 - 2010

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## PERSONAL INFORMATION

### PORTFOLIO

- MY WEBSITE: [thomfain.com](http://thomfain.com)

### LINKEDIN

[Linkedin.com/in/thom-fain-81449640/](https://www.linkedin.com/in/thom-fain-81449640/)

### ONLINE MAGAZINE

[monthypuroresu.com](http://monthypuroresu.com)

- Hobbies and Interests: Sports, Philosophy, Travel, Gaming
- Language: Fluent in English, Beginner in Japanese

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## REFERENCES

### TOM MULLEN

Head of Comms & Content  
FAIR.COM  
310.795.4196

### BEN KHAN

Global Marketing Manager  
2K GAMES  
305.975.7129

### AARON CASTELLAN

Copywriter  
TWITCH  
610.836.1801

### Bradley Jung

Brand Manager  
NEXON AMERICA  
[bjung@nixon.com](mailto:bjung@nixon.com)

### SONNY ONOO

Japanese & American wrestling expert, entertainer, and businessman  
WORLD CHAMPIONSHIP WRESTLING  
[onookazuo@gmail.com](mailto:onookazuo@gmail.com)