ERIC GOLDSCHEIN

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**Experience:**

**Orchard,** New York, NY

Senior Manager, Content Marketing *March 2022 – March 2023*

* Increased Orchard blog traffic by 9,400%, from <1,000 monthly visitors to 84,000+ monthly visitors, over a one year period.
* Built the blog into the company’s top organic marketing channel, generating 524 leads in 2022, up from four in 2020, via traffic gains and conversion optimization projects.
* Hired and managed an outstanding internal content team that produced 25+ editorial-quality blog posts each month, plus additional sales enablement content.
* Wrote and produced various content pieces which directly contributed to lowering CAC, including four long-form guides, a mortgage calculator, automated market report pages, and other landing pages which improved overall conversion.

Content Marketing Lead *March 2021 – March 2022*

* Managed a rotating roster of 5-10 freelance content creators to produce 20+ pieces of content a month, and owned all preliminary keyword research, editing, and direction.
* Developed and launched a data report series that helped drive 500+ new links to Orchard, garnered local TV coverage, and improved capacity to rank for competitive keywords.

**Fundera,** New York, NY

Content Partnerships Editor *May 2019 – February 2021*

* Produced 25+ pieces per month that delivered links from new referring domains to Fundera’s blog, both by writing them personally and via my roster of freelancers.
* Synthesized internal and external data to create weekly data reports and collaborated on associated graphics, earning press from outlets including Bloomberg, Fast Company, and BI.

Staff Writer *October 2018 – May 2019*

* Pitched, wrote, and edited 20+ monthly pieces of digital and print content on small business, contributing to over 100 industry partners and outlets.
* Wrote additional whitepapers, email copy, scripts, infographics, digital ads, and thought leadership columns each month as needed.

**Eric Goldschein, LLC.,** Atlanta, GA and New York, NY

Freelance Writer and Strategist  *September 2015 – October 2018*

* Created blog posts, guides, white papers, Op-Eds, social media copy, and every other kind of content that a small business, nonprofit, or brand might need.
* Developed keyword-focused content marketing campaigns and strategy for clients.
* Pitched and wrote travel-focused pieces for outlets including Outside Online and Men’s Journal.

**SportsGrid.com,** New York, NY

Managing Editor  *April 2013 – September 2015*

* Wrote, edited, proofread, and aggregated articles on sports, media, entertainment, gaming.
* Assigned content to writers/contributors and built the editorial calendar.
* Produced a weekly sports and entertainment podcast series.

**Education:**

**University of Pittsburgh,** Pittsburgh, PA, May 2010

BA with Honors in History, BA with Honors in English Writing

**Other Skills and Information:**

**Skills:** WordPress/Webflow, SEO best practices, basic HTML, Ahrefs, SEMrush, Google Analytics, Google Search Console, Looker, Heap, Adobe Audition.

**Languages:** Proficient in Spanish. Lo juro.