

Todd Woodlan

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Los Angeles, CA 90042

Summary Data-driven content strategist and marketer with a Ph.D. in Communication. Extensive experience with user recruitment strategy, health tracking technologies, branding, messaging, and writing.

Education **Ph.D. Communication** UC San Diego
San Diego, CA
Fall 2009 - Spring 2016

M.A. Interdisciplinary Studies New York University
New York, NY
Fall 2007 - Spring 2009

B.A. English, Art *Magna Cum Laude*
Emory University
Atlanta, GA
Fall 2002 - Spring 2005

Research **Doctoral Research**
2009 – 2016

- Examined how people use data from health tracking technologies to call into question what it means to be “human.”
- Questioned clinical medicine’s traditional model of a “normal” and “healthy” human.
- Connected how calling into question who counts as human also affects who can receive basic human rights like freedom, healthcare, justice, and ethical treatment.

Growth & Development Experience **Content Strategist, Doctorpedia**
Los Angeles, CA
Summer 2017 – Present

- Developed content strategy for 1,000+ websites on common medical conditions.
- Worked with UX and development departments to create strategy and roadmap for user recruitment and product testing.
- Solidified company messaging and purpose for investor and outreach documents.
- Worked with UX and development departments to plan and execute MVP for testing.
- Managed team of writers and put in place an editorial calendar and standards for content production.
- Identified user personas for overall brand and individual condition websites.

Growth Hacker, Cocoon Cam

Los Angeles, CA
Fall 2016 - Summer 2017

- Created launch strategy for marketing initiatives including digital media campaigns, content development, email campaigns, and landing pages for Silicon Valley-based smart baby monitor startup. Within two months, the company is on track to reach \$500,000 in sales within the year.
- Developed branding, and digital advertising collateral.
- Identified target consumer profile and sales cycle using data analytics, testing, and user tracking over multiple platforms.

Digital Developer & Strategist, Makes Creative

Los Angeles, CA; Brooklyn, NY; Atlanta, GA; San Diego, CA
Fall 2007 – Fall 2016

- Programmed email campaigns for McAfee/Intel Security’s A/B split testing in US, Australia, Brazil, and Mexico. Each campaign has a reach of 60,000-100,000 users.

- Designed and executed email marketing strategies for mid-sized businesses, including drip emails and scheduling correspondence.
- Maximized conversions and engagement for branding campaigns by analyzing web metrics.
- Created integrated marketing plans for growing businesses to unify branding efforts across social media, websites, emails campaigns, and printed materials.
- Analyzed, refined, and implemented Content Management Systems for universities, banks, printers, nonprofits, and consulting companies.
- Created solutions with global teams for client problems.

Digital Project Manager, Mindpower Inc.

Atlanta, GA

Fall 2005 – Fall 2007

- Spearheaded online implementation of branding for dozens of colleges and universities around the country including Lenoir-Rhyne University, Brevard College, and UNC Wilmington.
- Utilized site analytics, focus group feedback, and competitor analysis to design changes to digital marketing strategy where necessary.
- Implemented CMS for clients and oversaw site architecture review for sites with 10-1,000+ pages.
- Streamlined portals for employees and students while acting as liaison between designers, vendors, and clients.
- Supervised ongoing maintenance and changes to sites.

Co-Founder, Deconform Magazine

Atlanta, GA

Fall 2005 – Spring 2007

- Raised circulation from 0 to 6,000 within a year.
- Coordinated distribution for 40+ locations.
- Solicited advertising from businesses.
- Managed magazine finances resulting in a continuously profitable magazine.
- Identified a need for an artist-run nonprofit magazine in Atlanta, GA.
- Created a community of artists and writers within Atlanta
- After selling the magazine in 2007, many of the writers and editors went on to create an arts website (burnaway.org) that is still one of the most-used resources in the Atlanta arts community, with over 8500 visits per month.

Skills

Marketing

Content strategy, branding, positioning, content creation, CRM, CMS implementation, SEO, SEM, web analytics, client/vendor management, PPC advertising

Development

Growth development, project management, business operations, budget management

Programming

HTML, CSS, PHP/MySQL, jQuery, javascript, Wordpress, site architecture

Recent Published & Presented Works

“Far From the Maddening Horde: Zombies as Humanist, Rational Subjects”

Presented at Promises of Monsters Conference – Stavanger, Norway – Spring 2016

“We Can’t Let Them Die: Is There a Biopower without Biopolitics?”

Presented at Society for Literature, Science, and the Arts – Houston, TX – Fall 2015

“We Came Here to Change the World: Can Radical Knowledge Come from within the University?”

Presented at Cultural Studies Association – Riverside, CA – Spring 2015

“Sanguine Attentions: Posthuman Construction of Self Through Blood Monitoring in Diabetics”

Presented at SLSA – Dallas, TX – Fall 2014

“Other Ecology: Self-tracking technologies and posthumanity”

Presented at Cultural Studies Association – Salt Lake City, UT – Conference Spring 2014

“Anti-War Protests”

Published in *Encyclopedia of Social Media and Politics*, Spring 2014

“Artists and Social Media in Politics”

Published in *Encyclopedia of Social Media and Politics*, Spring 2014

“The Possibility of a Direct Ethical Relationship with the Other in *Bicentennial Man* and *Do Androids Dream of Electric Sheep*”

Presented at Southwest Popular Culture and American Culture Association – Albuquerque, NM – Spring 2014

“Accelerating Toward One Another”

Presented at SLSA – Notre Dame, IN – Fall 2013

“Technology & Love”

TEDx Finalist – San Diego, CA – Spring 2013

“Musicking Body Networks”

Presented at Sounding Bodies conference – Toronto, Canada – Spring 2013 with Drew Ceccato

“Loving the Faces We See Though They Are Not Us, Technically”

Presented at SLSA – Milwaukee, WI – Fall 2012

“Radiating Green”

Presented at Draper Colloquium – New York City, NY – Spring 2008

“The Mechanical Digital Turk”

Presented at Silence, Erasure, Ruins Conference – Washington, DC – Spring 2008

A number of articles published in
Deconform Magazine from 2005-2007