

EZEKWIN 'KWIN' MOSBY

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DIGITAL CONTENT DIRECTOR

Established digital content manager with more than 25 years of proven experience in journalism and the media. Leverages award-winning digital expertise, SEO knowledge, successful ability to manage a staff, and storytelling skills to produce quality content and branded tentpole projects.

CORE COMPETENCIES

- Digital Content Creation
- Strategic Planning & Execution
- Increasing Readership & Growth
- Editorial Oversight & Decisions
- Project & Program Management
- Maximizing User Engagement
- Cross-Functional Collaboration
- Team Leadership & Management
- Enhancing Marketing ROI

PROFESSIONAL EXPERIENCE

INDEPENDENT CONTRACTOR – Remote **5/2016 – Present**

Freelance Editor/Journalist

- Write content for online and print publications, including *Travel + Leisure*, *Condé Nast Traveler*, *AFAR*, *Lonely Planet*, *Hemispheres Magazine*, *Newsweek*, *Marriott Bonvoy Traveler*, and *Oyster.com*. Writing usually focuses on travel-inspiration content about cruises, safaris, luxury resorts and hotels, and in-depth profiles of people, places, and immersive experiences from a personal perspective.

VACATIONER MAGAZINE / GRAY JONES MEDIA – Washington, D.C. **8/2021 – 3/2024**

Editor-in-Chief

- Ideated and executed Vacationer Magazine's mission to highlight the diversity of the LGBTQ+ community and how it travels differently. Since its 2021 launch, the brand has seen growth in social engagement and it has an average combined reach of 420,000 people per month, an audience primarily based in the U.S. and Canada.
- Curated an annual editorial calendar to produce (in less than three years) more than 1500 articles – a mix of seasonal travel content, city travel guides, first-person narratives, special events, and news. Also publish 30 monthly themed content packages, which included celebrity cover features and a "Queer & Living Abroad" special edition.
- Managed a network of more than 30 contributing journalists and freelance writers as well as delegated assignments, fine-tuned pitch ideas, negotiated rates, and ensured invoices were submitted for payment.
- Assessed web analytics and specific KPIs to make strategic editorial decisions and to drive content creation that garnered more brand visibility and web traffic through creative franchises, such as "Vacationer of the Week" profiles, and informative content, such as "22 Small LGBTQ-Friendly Cities in the U.S."
- Assist in-house sales team in brainstorming and creating advertorial content related to paid advertising campaigns or special collaborations with PR firms, DMOs, and or tourism bureaus. Created branded marketing content for The Las Vegas Convention and Visitors Authority, Greater Miami Convention and Visitors Bureau, and Tokyo Tokyo, a tourism website for Japan's capital.
- Represented Vacationer Magazine on panels at the WTM Africa Travel & Tourism Expo and PRSA Travel & Tourism Conference and also attended networking conferences such as Travel Classics, Annual IGLTA Convention, International Luxury Travel Market (ILTM), and IMM North America Travel Summit.
- Embarked on immersive press trips or 'fam' trips to create original, firsthand content for Vacationer Magazine's website.

TRAVEL LEADERS GROUP – Alexandria, VA**2/2017 – 11/2020****Content Manager**

- Conceptualized and created the editorial direction and voice for Vacation.com, a content marketing website that provides consumers with a personalized UX based on their user behavior.
- Managed and produced content, including articles, itineraries, podcasts, quizzes, and slideshows with a creative design team. Execute new storytelling formats to keep more than 500,000 total users and 3,000 average daily users engaged.
- Contributed to improving Vacation.com's user experience with developers, making updates such as the redesign of the website's homepage and category pages. This change led to a 228% increase in content consumption on the homepage, a 123% increase in traffic to the Destination Weddings + Honeymoons category page, and a 21% increase for the other five category pages. This change also created more than 350 opportunities for in-house travel agents at a sales value worth \$1.3 million.
- Monetized and executed content partnerships with reputable brands, including Tourism Australia, Royal Caribbean, Italian National Tourist Board, Sandals, Universal Orlando Resort, and Holland America Line. Also created content for the Mexico Tourism Board campaign, which resulted in more than \$400,000 in revenue, 10.75 million impressions, 100,000 unique page views, and 1,250 qualified leads.
- Worked with the Marketing Acquisition Team to promote Vacation.com content on social media channels, including participation in a collaboration with *Travel Weekly's* live Twitter chats.
- Updated marketing materials for Global Travel Collection, an umbrella company for luxury travel brands Protravel International and Tzell Travel Group.
- Wrote, edited, and tracked B2C email campaigns that reached more than 23,000 consumers using Acoustic.

TRAVEL CHANNEL – Chevy Chase, MD**2/2007 – 1/2016****Managing Producer (3/2012 – 1/2016)**

- Developed, managed, and executed the editorial content strategy for ad sales packages, franchises, and original content, and also managed the Traveling Type blog to cover travel trends, news, and pop culture.
- Successfully built and executed partnerships with major external brands, including Apple News, ShermansTravel, Huffington Post, Yahoo, and Travel + Leisure.
- Partnered with sister sites (e.g. HGTV and Food Network) to cross-promote annual initiatives and seasonal packages.
- Managed a \$100K freelance budget, expanding a network of travel experts, writers, and bloggers for the website and blog.
- Increased page views of the Interests and Destinations sections by 69% and 85%, respectively, from 2012 to 2015 through the use of SEO research and best practices.
- Tripled the number of pages users consume in a single visit by utilizing web analytics and optimizing methodologies.
- Created the *Travel's Best* franchise that generated 1.3 million page views in 2012 and grew to 9.3 million page views in 2015 to become one of the most successful franchises in TravelChannel.com's portfolio.
- Boosted web traffic to the Traveling Type blog, increasing page views from 190,000 to 608,000+ over three years, while more than doubling unique visitors.
- Programmed the homepage of a website that received 345 million page views in 2015.

Interactive Producer (2/2007 – 3/2012)

- Managed the Interests and Destinations site sections, in addition to publishing and managing TV show websites and original content to engage and inform our TV audience and avid travelers.

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- Collaborated cross-functionally with programming, marketing, and public relations departments to create marketing and promotional strategies for major digital initiatives to engage users and increase page views.
- Led the only 7-hour, live, award-winning online experience, *Most Haunted Live*, driving 4.3 million page views and 210,000+ unique visitors in two days for TravelChannel.com.
- Partnered with external brands such as Visit Britain (2012 Summer Olympics) and Embratur (2016 Summer Olympics and 2014 FIFA World Cup) to extend Travel Channel's brand visibility and to increase its digital audience.

AMERICAN UNIVERSITY – Washington, D.C.**12/2003 – 2/2007****Program Coordinator & Publications Editor | School of International Services**

- Managed, wrote, and edited the School of International Service (SIS) newsletter, *The Diplomatic Pouch*, including editing and updating all undergraduate and graduate school brochures and field pieces from initial concepts to final product.
- Represented SIS Graduate Admissions by attending regional graduate school fairs to recruit prospective students.
- Worked with both internal and external vendors to finalize the design and layout for the School of International Service's annual report and graduate school brochures.
- Wrote newsworthy articles and features about faculty, students, and student organizations that addressed important issues, including sustainability and human rights.

EDUCATION

Master of Arts (MA) in Journalism and Public Affairs, Interactive Journalism, American University

Bachelor of Arts (BA) in Communications, University of Minnesota, Duluth