TEJAUN RICHARD

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EXPERIENCE

Technical Content Manager
Dagster Labs　01/2024 - Present　https://dagster.io

I develop and execute content strategies, collaborate with SMEs and SEO experts to produce and optimize content, and run our social media pages.

- Developed and executed the content strategy around the Dagster+ launch.
- Grew the YouTube channel by 75.98% between January 2024 and September 2024.
- Used **HTML, CSS**, and **Markdown** to regularly maintain the Dagster blog.
- Grew audience by 16,000 people across LinkedIn, X, and YouTube.
- Gained over 150,000 impressions across LinkedIn posts published between January 2024 and September 2024.

Content Manager
Mezmo　06/2021 - 11/2023　https://mezmo.com

- Increased blog output by 25%.
- Produced blogs, infographics, data sheets, white papers, and social media posts, catering to diverse audience segments.
- Grew company social media followership by 15% yearly across LinkedIn and Twitter.

Content Writer
Unified Esports Association　01/2021 - 06/2021　https://uea.gg/home

- Increased blog engagement by 10% through visual content integration.
- Expanded the content library by 56%.
- Improving viewer experience through collaborative media and event efforts to release timely and synchronized interviews and recaps.
- Contributed to Riot Games recognizing Unified Esports as a premier League of Legends league, leading to an official partnership.

Content Writer
Dignitas　06/2019 - 06/2020　https://dignitas.gg/

- Boosted engagement by 10% by implementing fan feedback into content creation.

Content Writer
Dignitas　08/2017 - 03/2018　https://dignitas.gg/

- Wrote over 30 educational articles on League of Legends fundamentals and strategies to help players improve at the game.
- Wrote and promoted numerous high-engagement pieces on Reddit, and regularly engaged in the League of Legends community.

SKILLS

Content Strategy • **Content Creation** • **Copywriting** • **Photography** •

Videography • **Project Management** • **Content Marketing** •

Technical Writing • **Web Development** • **Web Design** • **Email Marketing** •

Problem Solving • **Content Management Systems (CMS)**

WORKFLOW AND TECHNOLOGIES

GitHub • **Notion** • **Visual Studio Code** • **HubSpot** • **Figma** •

Google Analytics • **SurferSEO** • **HTML** • **CSS** • **Javascript** • **Slack** • **Asana** •

Google Suite • **X** • **LinkedIn** • **YouTube** • **Webflow**

PROJECTS

Data Visibility Primer
https://dagster.io/blog/data-visibility-primer

A blog post that introduces data visibility, discusses its challenges, and shows the role of data orchestration tools in improving visibility

- Released in September 2024

Combining Dagster and SDF
https://dagster.io/blog/combining-dagster-and-sdf

A blog post on how Dagster data orchestration and SDF data transformation can improve developer experience

- 800+ views since its August release
- Average engagement time of 54 seconds as of September 2024

BenchSci: A Leap Forward with Dagster
https://dagster.io/blog/benchsci-leap-forward-with-dagster

A case study on how BenchSci uses Dagster in their journey to expedite drug development

- 500+ views since its release in February
- Average engagement time of 54 seconds

Learn: Observability
https://www.mezmo.com/learn-observability

Dedicated SEO content in the Mezmo blog geared towards observability education

- Improved ranking keywords up 114%
- Improved organic clicks by 195%

The Telemetry Blueprint
https://rb.gy/eopjt

A white paper on Mezmo's 5-step telemetry pipeline approach to reduce telemetry data volume by 70%

- Became Mezmo's most downloaded asset with a 14.7% conversion rate.

EDUCATION

Computer Science
Miami University
01/2013 - 01/2021

CERTIFICATION

Content Marketing Certification
HubSpot Academy

Responsive Web Design
freeCodeCamp

JavaScript (Basic)
HackerRank

CSS (Basic)
HackerRank

Software Engineer Intern
HackerRank