

BENJAMIN GOTTlieb

MARKETING LEAD + CONTENT STRATEGIST



CONTACT

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EDUCATION

2010 - 2012

UNIVERSITY OF SOUTHERN CALIFORNIA

- MA Broadcast Journalism

2005 - 2009

UNIVERSITY OF CALIFORNIA, SANTA BARBARA

- BA Global and International Studies

SKILLS

- Team Leadership + Development
- Content Strategy + Measurement
- Editorial + Storytelling Expertise
- Budgeting + Freelance Management
- Program + Partnership Development
- Audio + Video Editing
- Hosting, Reporting, Producing, Editing + Scripting

AWARDS

- 2024 Signal Awards
 - Best Business Podcast
- 2020 LA Press Club Awards
 - Best Pandemic Reporting
- 2017 East-West Center
 - Korea Fellow
- 2012 + 2013 Emmy Awards
 - Best Public Affairs Programming

LANGUAGES

- English (Native)
- Spanish (Professional Working Proficiency)

PROFILE

I am an Emmy award-winning producer with 15+ years experience managing marketing teams and agencies, and producing high-quality, data-informed multimedia campaigns in brand, content, and growth marketing.

WORK EXPERIENCE

SoFi

2025 - PRESENT

Head of Podcasts & Video

- Built and scaled podcast and video properties for SoFi's Banking, Crypto, Invest, and Loan verticals.
- Led 10X audience and 50X viewership growth on YouTube utilizing organic and paid content strategies.
- Overhauled educational video content, professionalizing scripting, production, post-production, set design, graphics, and distribution.

Shopify

2022 - 2025

Multimedia Lead, Podcasts and Video

- Managed a team of four craft experts and twenty freelancers and agencies that produced blog, podcast, social, and video marketing assets and campaigns focused on customer acquisition, retention, and LTV.
- Scaled owned YouTube channels to 800K+ subscribers; 11 million all-time podcast downloads.
- Leveraged AI strategies to launch new content distribution channels and campaigns across multiple platforms and languages.

Loyola Marymount University

2019 - PRESENT

Adjunct Professor

- Developed curriculum focused on print, audio, and video storytelling and digital design for aspiring journalism and marketing majors.
- Collaborated with industry professionals to provide real-world insights and recommendations for channel performance.
- Mentored students to enhance their skills in journalism, emphasizing the importance of multimedia storytelling.

KCRW Public Radio, Los Angeles

2013- 2022

Host, Reporter, Producer and Editor

- Reported on business, state and local government, courts and crime both locally and nationally for the NPR (National Public Radio) network.
- Produced and edited nationally-syndicated talk and news programming.
- Strong on-air presence and communication skills bolstered by frequent live reporting, breaking news coverage, and hosting assignments.

KCET Public Television, Los Angeles

2012- 2013

Producer and Editor

- Produced long-form video investigations winning two Emmy awards.
- Managed production timelines and budgets between multiple stakeholders to ensure successful delivery of video projects.
- Oversaw booking, guest management, and talent for on-set shoots.