TODD McFLIKER

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(954) 419-1033 home, (954) 422-3868 cell

toddmcfliker@gmail.com

### EXPERIENCE

**South Florida Music Magazine,** Senior Editor, Ft. Lauderdale, May 2000 – present

www.sflmusic.com

##### Write and edit show previews and artist interviews

* Write and edit concert reviews
* Concert photography
* Review films

**Rolling Stone Counter Culture**, Freelance Writer, January 2022 – present

www.council.rollingstone.com

* Write articles about CBD
* Cover live concerts
* Contribute to “Expert Panels” for medical marijuana, CBD and concerts

**JustCBD,** SEO Writer, Ft. Lauderdale, August 2019 – December 2023, www.justcbdstore.com

* Wrote and edited website content

##### Wrote and edited weekly articles

* Proofread social media content

**Icon Website Design,** Digital Marketing Specialist, Margate, January 2016 – August 2019

www.iconwebsitedesign.com

* SEO content writing for the website and other marketing platforms, including WordPress, to gain exposure with a specific customer base
* Assisted in the production of marketing strategies
* Edited content created within the marketing team
* Researched aftermarket accessories and create product titles, metatags and descriptions
* Researched consumers and trends to create marketing content according to results
* Wrote SEO-rich content based on Google Trends

**Kingsberg Medical**, eCommerce Specialist, Ft. Lauderdale, September 2010 – December 2015,

www.HGH1.com

* Filled website with dozens of SEO keyword-heavy articles
* Wrote and submitted numerous articles a day to article-blast websites
* Wrote social media, boosts and blog posts
* Kept website on page 1 of Google for ‘HGH therapy’

Freelance Writing and Photography

● Miami Herald ● HairClub

● Miami New Times ● Daytona Aerospace

● Miami Dodge ● Aviation Property Network

● Pooph ● Royal Life Treatment Centers

● The Parklander ● Resurgence Recovery Blog

● Fatherhood Channel ● FAU University Press (Copy Editor)

● South Florida Business Journal ● UCF Future (Copy Editor)

### EDUCATION

**Lynn University,** Boca Raton, Spring 2004 - Spring 2005: Graduated with a Masters in Mass Communication

**Florida Atlantic University,** Boca Raton, Fall 2002 - Spring 2003: Graduate studies in Mass Communication

**University of Central Florida,** Orlando, Fall 1994 - Fall 1999: Graduated with a Bachelors in English:

Creative Writing

### PUBLICATIONS

**All You Need Is Love to Dismantle the Atomic Bomb** ~ Continuum International Books (Spring 2007)

**“Fetish Circles”** Visual Arts Award ~ Coastlines Literary Magazine (Spring 2006)

**“Black & White Television”** Autobiographical Essay ~ Multicultural Relationships (Fall 2004)

**“Bourbon Street”** Best Creative Nonfiction ~ Coastlines Literary Magazine (Spring 2004)

**“I’m Gonna Crawl”** Best Short Fiction Story ~ National Writers Association (Spring 2001)

 **RAG Magazine’s“Zen Fest”** Best Local Zine ~ Miami New Times Best of Miami 2001 (Summer 2001)

REFERENCES

Sean McCloskey

JustCBD

Head of Marketing

9441 Live Oak Place, #305

Davie, FL 33324

(954) 296-5027

seanmccloskey@live.com

Rebecca Neuman

Kingsberg Medical

Sales Manager

2800 Marina Mile Blvd, Suite 114

Ft. Lauderdale, FL 33312

(954) 321-8885

rneuman@hgh1.com

Jay Skolnick

South Florida Music Magazine

Publisher

11862 Sandy Run

Jupiter, FL 33478

(561) 208-2949

jay@sflmusic.com

Links to Todd McFliker’s Work

Rolling Stone’s Marketing Tactics for CBD Gummies

 <https://www.rollingstone.com/culture-council/articles/marketing-tactics-for-cbd-gummies-educational-content-and-enticing-social-posts-1337105/>

Rolling Stone’s Marketing for Amanita Mushrooms

<https://www.rollingstone.com/culture-council/articles/5-ways-approach-marketing-for-amanita-mushrooms-1234729294/>

My CBD/Delta blog

 <https://justdeltastore.com/blog/>

David Baker’s book, CBD Gummies 101, on Amazon

[https://www.amazon.com/CBD-Gummies-101-David-Baker-ebook/dp/B089CSWQTB/ref=sr\_1\_2?crid=2QXGPW1KJC6KB&keywords=cbd+gummies+101&qid=1686668625&sprefix=cbd+gummies+101%2Caps%2C362&sr=8-2](https://www.amazon.com/CBD-Gummies-101-David-Baker-ebook/dp/B089CSWQTB/ref%3Dsr_1_2?crid=2QXGPW1KJC6KB&keywords=cbd+gummies+101&qid=1686668625&sprefix=cbd+gummies+101%2Caps%2C362&sr=8-2)

My work on SFL Music Magazine

 <https://www.sflmusic.com/author/toddm/>

My HairClub blog

 <https://www.hairclub.com/blog/>

My real estate blog for Berkshire Hathaway

 <http://news.bhhsfloridarealty.com/>

95% of the copy on Kingsberg Medical’s HGH1.com (scroll down)

 <http://www.hgh1.com/>

My favorite article is Super HGH Man

<http://www.hgh1.com/how-to-get-hgh-from-a-doctor/>

My book, as well as my best entertainment articles on my website, Photo Revolution

 <http://photorevolution.org/>

My favorite article is the Blues Traveler Wedding Proposal

 <http://photorevolution.org/blues-traveler-proposal.htm>

My book on Amazon

 <http://www.amazon.com/gp/product/0826427766/103-8126354-7671024>

My book signing on YouTube

<http://www.youtube.com/watch?v=Ipsi-XRPzQ4>

My interview on the WEI Network

 <https://bit.ly/2IOLy9R>

My parenting blog on FatherhoodChannel.com

 <http://fatherhoodchannel.com/?s=mcfliker&x=0&y=0>