

Blackjack Stranahan

Clearwater, FL · Remote · Tampa Bay hybrid · Contract
jackstranahan@gmail.com
linkedin.com/in/blackjack-stranahan-224421b3

Course positioning, launch copy and email strategy.

3

course launches in 2026, with email marketing led for all three

1.25M+

YouTube subscribers, grown from under 100K

~140M

views across 181 Dr. Boz videos

Content and marketing lead with 8+ years at Dr. Boz, a physician-led health brand. I grew the YouTube channel from under 100K to 1.25M+ subscribers and led a 3–5-person writing and video team.

EXPERIENCE

Dr. Boz, LLC Annette Bosworth, MD — health education

Content & Marketing Lead · Apr 2018 – Oct 2026 · Remote

LAUNCHES & EMAIL

- Collaborated on the positioning and format of a new \$1,000 six-week course, then **wrote all launch copy.**
- Led email marketing for **three course launches in 2026.**
- **Launched a paid Substack** newsletter.
- **Rebuilt segmentation and targeting** for the email list, using purchase history and customer needs.
- Acquired **first-time paying customers** with a 30-day product launch.

YOUTUBE & CREATIVE LEADERSHIP

- **Grew Dr. Boz's YouTube channel from under 100K to 1.25M+ subscribers.**
- **181 Dr. Boz videos with ~140.1M views.** Long-form: 90 videos / ~55.1M views. Shorts: 66 / ~76.5M. Live: 25 / ~8.4M.
- Developed **viral video ideas, scripts, titles and thumbnails.**
- **Led 3–5 writers and video editors** from topic research to publishing.
- Previously handled the **full video pipeline independently**, from research and scripting through production, editing and publishing.

SELECTED LAUNCH WORK

6-WEEK COURSE

Strengthened the \$1,000 offer with the team by clarifying its value and distinguishing it from the 21-Day course.

21-DAY COURSE

Used purchase history and customer needs to identify likely buyers and tailor offers and emails to each segment.

PAID SUBSTACK

Launched the paid newsletter.

TOOLS

ActiveCampaign / Substack / YouTube Studio / Adobe Premiere Pro / Final Cut Pro / Photoshop / Claude Code / Codex