

Blackjack Stranahan

Clearwater, FL · Remote · Tampa Bay hybrid · Contract
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Channel growth, creative direction and video production.

1.25M+

YouTube subscribers, grown from under 100K

~140M

views across 181 Dr. Boz videos

LONG-FORM · SHORTS · LIVE

3–5

writers and video editors led

8+ yrs

content and marketing lead at Dr. Boz

2018–2026

Content lead with 8+ years at Dr. Boz. I grew the YouTube channel from under 100K to 1.25M+ subscribers through content strategy, scripting, packaging and team leadership. I led 3–5 writers and video editors from topic research to publishing.

EXPERIENCE

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

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

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.

LAUNCHES & EMAIL

- Led email for **three course launches** in 2026 and launched a **paid Substack** newsletter.
- **Collaborated on the positioning and format** of a new \$1,000 six-week course, then **wrote all launch copy.**

FREELANCE

VIDEO EDITING

Nick Norwitz MD PhD. Edited health-science YouTube videos.

TOOLS

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