

GARY COTTON

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Summary

Digital editor with seven years of experience. I've worked as a social media manager, reporter and digital marketing associate. I earned my Bachelor of Arts from the Missouri School of Journalism.

Experience

Olympia Media Group - Odyssey - New York, NY Aug. 2016 to Feb. 2017
Assistant Managing Editor

- Managed more than 250 writers spanning across 25 local communities.
- Edited and optimized blog content for Odyssey's 30 million monthly unique visitors.
- Developed social media strategy for branded company accounts.

Muscle & Fitness Magazine - New York City, NY Dec. 2014 to Aug. 2016
Social Media Manager

- Led all editorial and marketing social promotion for an audience of eight million.
- Oversaw the M&F Facebook page as it grew from 1.3 million to 6 million likes.
- Repurposed and optimized print content for an online audience.
- Worked as M&F's only trending news writer.
- Organized all social media coverage for the 2015 Mr. Olympia contest (#MFOlympia).
- Created the "Ripped in 28" branded content campaign, M&F's top digital sale of 2016.
- Named among the top 10 fastest growing magazine brands on Facebook (MIN, 2015).

Major League Baseball - New York City, NY June 2012 to Dec. 2014
Web Producer / Social Media Coordinator

- Managed social media accounts for MLB.com and its 30 baseball club sites.
- Worked a local beat covering events at the MLB Fan Cave.
- Top edited content for MLBPipeline.com, MLBDraft.com and Cut4.com.
- Broke news as a reporter on MLB.com's news desk.
- Trained editorial staff in SEO and social media best practices.

Newsy.com - Columbia, MO Jan. 2010 to May 2011
Video Producer / Writer / Anchor

- Wrote scripts, produced video and anchored for Newsy.com.
- Created concise, sharable news videos covering sports, politics, tech and entertainment.
- Worked with our social media team to quickly post content in line with trending topics.

Key Skills

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|------------------------|-------------------|------------------------------|
| • Facebook Insights | • Adobe Photoshop | • SEO Optimization |
| • Google Analytics | • Adobe InDesign | • Staff Training |
| • ChartBeat | • Final Cut Pro | • Contest and Event Planning |
| • Hootsuite and Buffer | • Drupal 7 | • Promotions and Marketing |
| • Followerwonk | • SnapStream | • Branded Content Creation |
| • Likealyzer | • WordPress | • Sourcing (LexisNexis) |