



CONTACT



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SKILLS

Project Management | Digital Media |
Content Management |
Copywriting | YouTube
Marketing | Analytics |
Podcasting Team Leadership |
App Development | Push alert
strategy | Mentor and teach

ANALYTICS

Nielsen | FB Insights
TW analytics | Insta analytics
Topic Pulse | Sprout | Keyhole |
Omniture | Simply Measured
Google Analytics | CrowdTangle |
Data Studio | Stowell Research |
Hootsuite

PLATFORMS+ SOFTWARE

Facebook | Twitter | Instagram
Snapchat | YouTube | TikTok
Hootsuite | Wordpress | Blubrry
Snagit | Slack | Good Earth-KML
Tweetdeck | Wix | Mailchimp
Salesforce | Flourish

AWARDS/NODS

4x Emmy winner for social interactivity |
Edward R. Murrow Award | NABEF
Service to America Award | LMA Digital
Innovation Award for "Best new digital
initiative"

WENDY GATLIN

DIRECTOR OF DIGITAL CONTENT | SOCIAL MEDIA SUPERPOWERS

EXPERIENCE

DIGITAL MARKETING CONSULTANT | 2006 – CURRENT

- Develop digital/social strategy including websites, email and paid social campaigns, written and digital PSAs for political, non-profit and businesses

KGW-TV (NBC AFFILIATE), PORTLAND, OR | 08.2019 - 08.21 DIRECTOR OF DIGITAL CONTENT

- Key leader in organization
- Manage the digital content team and lead digital strategy to grow multi-platform content, audience and engagement
- Voice of innovation in the newsroom
- Lead newsroom to develop workflows that deliver content 24/7 across current and future platforms with storytelling that is optimized for each screen
- Analyze and actively use data and metrics to inform editorial and strategic decisions and to create accountability for results
- Actively partner with the news director and marketing director to create three-screen synergy (TV, digital, mobile) around station content and campaigns
- Oversee all station efforts in social media including Facebook, Twitter, Instagram, YouTube, and other emerging platforms
- Lead the content team in identifying new content types and innovative technologies that help us reach and serve new audiences
- Resource for Sales in its content generation and digital sponsorship efforts
- Teach, coach, and mentor both members of the digital team and the entire newsroom in best practices for writing and producing content for digital and social platforms
- Skillfully use social media and digital tools to research, discover and distribute content
- Collaborate with content leaders across company to maximize the sharing of our content and to leverage innovation and best practices among stations
- Hold newsroom employees accountable to company's ethical and editorial standards

WRAL TV (NBC AFFILIATE), RALEIGH, NC | 2014 – 6/2019 SOCIAL MEDIA MANAGER

- Key leader in organization
- Set and manage strategy for 170+ social accounts
- Develop tactical integration of social and digital media within daily newscasts, website, podcasts
- Use innovative ways to help grow all digital audiences
- Generate ideas for engaging content and revenue opportunities
- Use analytics on a daily/weekly/monthly basis to drive strategy
- Teach and present social media best practices and training seminars
- Coach anchors and reporters on social content

WFMY TV (CBS AFFILIATE), GREENSBORO, NC | 2011 – 2013

SOCIAL MEDIA/DIGITAL MEDIA MANAGER | SOCIAL COMMERCE MANAGER

- Managed and produced digital content for website, mobile apps and social media platforms
- Managed digital staff and worked with producers and talent on newscast content
- Managed and coached on air talent/all departments' social media content
- Created and led social media training seminars for entire newsroom
- More than doubled Facebook likes and Twitter followers and more than doubled traffic to website
- Hosted two live segments daily on social media trends on The Good Morning Show
- Produced viral video content and news stories for website
- Created new online strategies and projects requiring newsroom and station-wide coordination
- Launched e-commerce site and made it a success
- Developed annual marketing plans
- Executed community events to increase email subscriber base
- Worked with budget guidelines to be creative with promotions

WTHZ-FM, LEXINGTON, NC | 2008 – 2009

MORNING SHOW CO-HOST, WEBSITE EDITOR

- Wrote and executed bits as award-winning radio show co-host/on-air talent
- Daily website content editor, including multimedia editing, digital editing, HTML and CSS coding