

DAVID GLADOW

WRITER | EDITOR | PRODUCER



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WORK EXPERIENCE

COMMUNITY ENGAGEMENT SPECIALIST

NOLA.com | The Times-Picayune
2015 - PRESENT

📍 New Orleans, LA

Accounted for social growth and interaction as well as general community engagement for the website. Developed untapped social media channels such as Vine, Instagram and Snapchat to reach new audience and round out our coverage, while also working to optimize established channels such as Facebook and Twitter. In particular, spearheaded growth of Pelicans Facebook page, boosting it from 4,468 likes on Oct. 1 to 14,358 likes on Nov. 10. Helped implement the usage of CrowdTangle to better react to social trends.

HIGH SCHOOL SPORTS NETWORK MANAGER

NOLA.com | The Times-Picayune
2013 - 2015

📍 New Orleans, LA

Managed the high school sports content planning and development for both the website and the newspaper, including the crafting of budgets and staffing plans. Oversaw staff of 24, with less than 10% turnover over two-year span. 90% of staff reached set metrics objectives for 2014, after growth from 2,382,000 to 3,223,000 page views year-over-year in high school sports (months of November, 2012-13). Spearheaded efforts to optimize web content for a growing mobile audience, with efforts leading to an 84% spike in mobile views in 2015. Instituted new emphasis on multimedia content that saw a 170% increase in photo views for 2015. Oversaw increase of over 300,000 page views in search engine traffic from 2014 to 2015 (January - August). Social traffic boosted from 400,122 views in 2014 to 1,187,941 views in 2015 over same period (January-August), a 200% increase.

MANAGING PRODUCER/PRODUCER

NOLA.com | The Times-Picayune
2007 - 2013

📍 New Orleans, LA

Responsible for sports content on the website, including production and editing of content, page management and promotion for Saints, LSU, Hornets, prep football and more. Covered multiple events, including Saints games, LSU games, Sugar Bowls, BCS championship game, Zurich Classic, NBA playoffs, NBA All-Star Game, Prep championships, and more. Boosted NOLA.com Saints page to No. 2 search result in Google. Oversaw creation and development of Twitter/Facebook @nolaprep accounts, additionally sparking the online usage of #nolaprep hashtag as a method of score sharing and aggregation during Friday night football. Twitter account now at 11,700 followers. Facebook page at 4,216 likes.

NFL.COM PRODUCER

CBS Sportsline/CBSSports.com
2005 - 2007

📍 Ft. Lauderdale, FL

Worked as content producer for NFL.com, monitoring, uploading, and editing wire and feature content such as stories, columns, and photos in a deadline-based environment. Other responsibilities included crafting covers, graphs, and schedules throughout the site and management of particular arenas (both team and fantasy-related). Used language such as HTML and XML to keep site consistent through text, tables, and graphics. Wrote extensively, producing several features as well as a regular fantasy football column and a weekly NFL news and commentary feature. Covered multiple events, including two Super Bowls and an NFL Draft.

EDUCATION

KANSAS STATE UNIVERSITY

Bachelor of Arts in Mass Communications (Major: Advertising | Minor: German) 2000

JUSTUS LIEBIG UNIVERSITAT

Foreign exchange scholarship 1998-1999

ADDITIONAL EXPERIENCE

Freelance Writer, Miami Herald (2004-2007)
Media Relations Assistant, Florida Atlantic University Athletics (2005)
Media Relations Assistant, Orange Bowl Committee (2003-2004)

SKILLS

WRITING AND EDITING
MEDIA PHOTOSHOP
WORDPRESS BUDGETING PROJECTS AND ASSIGNMENTS
VIDEO-EDITING AND PHOTOGRAPHY SPORTS AND ENTERTAINMENT
MICROSOFT OFFICE JOURNALISM
WEB ANALYTICS

WEBSITE TRAFFIC

Guided staff through growth from 2,382,000 to 3,223,000 page views year-over-year in high school sports (months of November, 2012-13).

SEO

Boosted NOLA.com's Saints page to the #2 search result in Google, and managed an increase of 300K+ page views in search engine traffic for high school sports from 2014 to 2015.

SMO

Social traffic skyrocketed from 400K views in 2014 to 1.18M views in 2015, a 200% jump. Oversaw creation/development of @nolaprep (11K+ Twitter followers, & 4K+ Facebook likes) sparking #nolaprep as a regional engagement trend on Twitter.

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