

DAVID GLADOW

digital marketing/seo | manager/editor | producer/writer

PERSONAL PROFILE

I am a senior editor and producer, who has developed multiple successful projects and has a talent for creating valuable connections and reach with audience. I pride myself on being a good collaborator and an ethical professional with a diverse set of relevant skills.

SKILLS

WRITING & EDITING

SEO

CMS/WORDPRESS/HTML/CSS

SOCIAL MEDIA STRATEGY

ADOBE CREATIVE SUITE

PROJECT & STAFF MANAGEMENT

VIDEO EDITING AND VIDEOGRAPHY

MICROSOFT OFFICE

ANALYTICS & CRMS

CROWDTANGLE & SHORTSTACK

MEDIA OUTREACH

BRAND MANAGEMENT

CANVA

MAILCHIMP & CONSTANT CONTACT

PODCAST PRODUCTION

PUBLISHED AUTHOR

CONVERSATIONAL GERMAN

GET IN TOUCH

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RECENT PROFESSIONAL CAREER

Digital Content Supervising Producer

Gray TV/Raycom Media | 2016-2021

- Oversaw development and content management of City Weekend brand as part of entertainment/living initiative by Raycom/Gray Media. Coordinated with producers and managers in over 25 different markets to assure quality, productivity and growth.
- Directed SEO initiative to improve search traffic and oversaw social media strategy.
- Trained and developed producers in new markets. Maintained editorial calendar, slide deck presentations, and style guides to help producers. Monitored analytics to provide data analysis and editorial guidance.
- Independently produced compelling digital and video content.
- Under stewardship, City Weekend grew from three launch sites in 2016 into property of 26 individual websites that superseded a goal of 2M page views/month.

Network Manager/Managing Producer

NOLA.com | The Times-Picayune | 2007-2016

- Managed high school sports content planning and development for both the website and newspaper, including budgets and staffing plans. Oversaw staff of 24, with less than 10% turnover over two-year span. 90% of staff reached set metrics objectives.
- Responsible for online sports content, including production and editing, page management, and promotion for Saints, LSU, etc. Covered multiple events, including Saints games, LSU games, Sugar Bowls, and BCS championship game.
- Boosted NOLA.com Saints page to No. 2 search result in Google.
- Oversaw creation and development of Twitter/Facebook @nolaprep accounts; spawned the #nolaprep hashtag as a method of score sharing and aggregation. By 2013, the Twitter account was at 11,700 followers.
- Instituted new emphasis on multimedia content that saw a 170% increase in photo views for 2015.
- Spearheaded rapid growth of smaller channels such as Pelicans Facebook page, boosting it from 4,468 likes on Oct. 1 to 14,358 likes on Nov. 10 ('15).
- Helped implement the usage of CrowdTangle to better react to social trends.

ACADEMIC BACKGROUND

Kansas State University

Bachelor of Arts, Mass Communications/Advertising | 1995-2000

Justus Liebig Universitat

Foreign exchange scholarship | 1998-1999

MORE ABOUT ME

- Co-creator/Producer, WhoDatJedi podcast (2019-present)
- Volunteer, Team Gleason & Jewish Federation (2008-present)
- NFL.com Producer, CBS Sports (2005-2007)
- Freelance Writer, Miami Herald (2004-2007)