
SCOTT M. GLEESON

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EXPERIENCE

USA TODAY Sports Media Group

Digital Producer/Blogger | March 2012-Present

- ✦ In charge of editing/publishing wire and staff copy for Digital platforms in buzzy, engaging fashion
- ✦ Manage/organize presentation of the website: making programming decisions on top headlines and overall outlook, balancing top news with audience preferences
- ✦ Write content for USA TODAY Sports' various blog communities, assisting with coverage of NCAA March Madness, NBA Finals, Olympics
- ✦ Package photo galleries and produce video to complement stories; Facilitate and update social media platforms, utilizing analytics and trends

Contributing Writer (USA TODAY Sports Weekly) | June 2012-Present

- ✦ Write stories for USA TODAY Sports' weekly print tabloid edition on occasion as well as preview guide supplements for NBA, NFL, NCAA football, NCAA basketball, U.S. Open tennis

Sports Intern | August 2010-January 2011

- ✦ Operated extensively on Sports Network desk, editing/publishing wire and staff copy online in speedy fashion; contributed to News on Election night
- ✦ Managed Preps coverage on Fridays, producing weekly roundup for the top 25 teams in the country; Wrote stories for colleges, NBA, NFL desks that involved game coverage, blogging and enterprise

Gannett Digital

Web Producer | May 2011-March 2012

- ✦ Worked as an online night editor for Digital Production Center, which serves Gannett's various newspaper client websites that attract over 25 million unique visitors a month
- ✦ In charge of prioritizing, reviewing and posting daily content, as well as communicating with newspaper staff to ensure correct website functioning

The Washington Examiner Newspaper

Sports Paginator, Editor, Writer | June 2011-March 2012

- ✦ Designed and proofed majority of sports pages for the District's second biggest newspaper, creating layout, writing headlines, sub-heads, photo captions
- ✦ Wrote short articles for Examiner's Cheers & Jeers sports opinion section
- ✦ Copy edited content for News, thoroughly fact-checking, re-formatting and writing headlines

The Daily Vidette Newspaper

Sports Editor/Reporter/Web Director | August 2007-May 2011

- ✦ Assigned and edited stories for eight employees, held weekly meetings and designed sports page layout for Illinois State's award-winning newspaper
- ✦ Produced over 400 articles, including game recaps, features, news stories and columns; Main beat writer for Division I men's basketball, football
- ✦ Managed online content, controlled daily social media with Twitter and Facebook; implemented website's first-ever blogs, live chats, video

Freelance Work

- ✦ Write feature stories on NCAA, NBA teams and players for SLAM Magazine
- ✦ Had work published in newspapers around the country including Indianapolis Star, Detroit Free Press, Arizona Republic, Florida Today, St. Louis Post Dispatch
- ✦ Covered Chicago Bears during 2010 summer for Kankakee Daily Journal