



## CONTACT



336.491.7623



wsgatlin@gmail.com  
www.wendygatlin.com

## SKILLS

Project Management  
Social Media  
Content Management  
Copywriting | Branding  
Marketing | Videography  
Photography | Editing

## ANALYTICS

Omniure | Adobe | Google  
Analytics | CrowdTangle Nielsen  
| FB Insights  
TW analytics | Insta analytics  
Topic Pulse | Sprout | Keyhole

## PLATFORMS + SOFTWARE

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

# WENDY GATLIN

## 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

### 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 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

### WSFL-FM, NEW BERN, NC | 2005 – 2007 PROGRAM DIRECTOR

- Managed entire on-air daily broadcast experience including talent, music, scheduling and production
- Developed station's web and digital content

## ACCOLADES

- Three-time Emmy Award recipient for digital innovation contribution to major campaigns
- National Association of Broadcasters Education Foundation Service to Community award
- Regional Edward R. Murrow Award for Excellence in Innovation

## EDUCATION

AA, Broadcasting/Central Carolina Community College