



WENDY GATLIN

DIGITAL CAMPAIGN MANAGER

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 | AUG. 2019 – PRESENT DIRECTOR OF DIGITAL CONTENT

- Key leader in organization
- Set and manage strategy for web, app, OTT, podcast, SMS, YouTube
- 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 digital best practices and training seminars
- Coach anchors and reporters on social/digital content

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 | 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
- 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
2020 LMA Content Innovation winner for Urge To Kill podcast

CONTACT



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SKILLS

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

ANALYTICS

Omniture | Simply Measured
Google Analytics | CrowdTangle
Nielsen | FB Insights
TW analytics | Insta analytics
Topic Pulse | Sprout | Keyhole

PLATFORMS + SOFTWARE

Facebook | Twitter | Instagram
Snapchat | YouTube | Tumblr |
TikTok | Blubrry | Hootsuite |
Wordpress | Canva | Slack | Good
Earth- KML | Tweetdeck | Wix |
Mailchimp | Salesforce | Adobe
Creative Suite | Monday.com |
Social News Desk

EDUCATION

AA, Broadcasting/Central
Carolina Community College