



# WENDY GATLIN

## DIGITAL CONTENT DIRECTOR

### CONTACT



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www.wendygatlin.com

### SKILLS

Project Management  
Digital Media  
Content Management  
Copywriting | YouTube  
Marketing | Analytics | Podcasting  
Team Leadership |

### ANA LYTICS

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  
Hootsuite | Wordpress | Blubrry  
Snagit | Slack | Good Earth-KML  
Tweetdeck | Wix | Mailchimp  
Salesforce |Flourish

### EDUCATION

AA, Broadcasting/Central  
Carolina Community College

### 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 | 8.2020 - PRESENT DIRECTOR OF DIGITAL CONTENT

- Key leader in organization
- Manage the digital content team and lead digital strategy to grow multi-platform content, audience and engagement
- Voice of innovation in the newsroom
- Lead newsroom to develop workflows that deliver content 24/7 across current and future platforms with storytelling that is optimized for each screen
- Analyze and actively use data and metrics to inform editorial and strategic decisions and to create accountability for results
- Actively partner with the news director and marketing director to create three-screen synergy (TV, digital, mobile) around station content and campaigns
- Oversee all station efforts in social media including Facebook, Twitter, Instagram, YouTube, and other emerging platforms
- Lead the content team in identifying new content types and innovative technologies that help us reach and serve new audiences
- Resource for Sales in its content generation and digital sponsorship efforts
- Teach, coach, and mentor both members of the digital team and the entire newsroom in best practices for writing and producing content for digital and social platforms
- Skillfully use social media and digital tools to research, discover and distribute content
- Collaborate with content leaders across company to maximize the sharing of our content and to leverage innovation and best practices among stations
- Hold newsroom employees accountable to company's ethical and editorial standards

#### 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/DIGITAL 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
- 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

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- 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

## **COMMUNITY/VOLUNTEER EXPERIENCE**

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### **ANIMAL RESCUE AND FOSTER PROGRAM, GREENSBORO, NC**

Socialize with animals for adoption, screen adopters, care for animals

### **INTERACTIVE RESOURCE CENTER, GREENSBORO, NC**

Support programs at community non-profit providing basic services and job training to individuals experiencing homelessness.

### **QTIMES2 FACEBOOK PAGE**

I started this in 2013 before marriage equality was nationwide. I created this as a safe space for the local, Southern LGBTQ+ community and built it to more than 1,000 followers. I don't admin/update this page anymore, but it served its purpose and I am proud of it.