

Derek Turner

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EXECUTIVE SUMMARY

Award-winning journalist and digital media professional with expertise in brand strategy, web production, communications, digital and social media. Passionate about leveraging social and multimedia tools to tell stories.

- Social Media Channels: Facebook, Twitter, Instagram, Snapchat, YouTube, LinkedIn
- Platforms, Tools and Analytics: Google Analytics, TweetDeck, WordPress, Bit.ly, Social Flow, Slack, Chartbeat
- Additional Skills: Adobe Creative Suite, HTML, Content Creation, Photography, AP Style, Adaptable, Creative Mindset

PROFESSIONAL EXPERIENCE

- Web Producer* |Hearst Connecticut Media, New Haven, Connecticut April 2017- Present
- Lead website homepage curation for Hearst Connecticut's subscription experience, CTInsider.
 - Create and manage content for the New Haven group websites of Hearst Connecticut Media.
 - Achieved growth of the New Haven Register Facebook page by 30% organically and the Twitter account by 4,000 followers. Yielded similar patterns of growth at Middletown Press and Register Citizen.
 - Create and publish digital content packages and daily email newsletters to engage readers and drive growing web traffic.
 - Manage social media accounts for three sites using Tweetdeck and Social Flow to maximize reach and user engagement.
- Sales Associate* |Patagonia, Westport, Connecticut October 2016 - Present
- Assist customers with product inquiries, purchases, gauge customer needs and provide relevant brand and product details.
- Statistics Analyst I* |ESPN, Stats and Information Group, Bristol, Connecticut November 2013 - April 2017
- Updated scores and stats for college and pro sports using proprietary software linked to ESPN.com and mobile app.
 - Managed key special projects to further the Stats and Information database which provided in-depth analysis across major platforms including live studio shows and website.
 - Escalate performances and highlights to production leaders, while providing context to push content to various outlets.
- Sports Correspondent* |GameTimeCT.com, New Haven, Connecticut September 2013 - April 2017
- Pioneered coverage of the Central Connecticut Conference via daily game stories, features and multimedia packages.
 - Created, designed, and executed multi-platform interactive coverage of conference games.
 - Improved live event content through live-tweeting, recording scores and stats as well as photos and video.
- Sports Information Assistant* |CCSU Athletic Department, New Britain, Connecticut September 2010 - May 2013
- Coordinated coverage of all sporting events live on Twitter for @CCSUBlueDevils and with NECFrontRow.com.
 - Worked home events in several sports, responsibilities included statistics, social media coverage and scoreboard operation.
- Sports Information Assistant* |Manchester Community College, Manchester, Connecticut September 2008 - May 2010
- Created, produced and wrote post-game release for dispersal to local, regional and national media outlets.
 - Generated and maintained recorded statistics for baseball team and updated results, schedules, and rosters.
 - Initiated and managed athletic department's first Facebook page and served as social media liaison.

AWARDS AND AFFILIATIONS

- Connecticut SPJ Award-winner 2015
- 1st Place - Sports Feature
 - 2nd Place - Sports News
- Saber Seminar, Boston University, Boston, Massachusetts August 2012 - August 2017
- The Recorder, CCSU Student Newspaper, New Britain, Connecticut January 2011- May 2013

EDUCATION

- Central Connecticut State University, New Britain, Connecticut 2010 - 2013
- Bachelor of Arts, Journalism and Geography
- Manchester Community College, Manchester, Connecticut 2007- 2010
- Associate of Arts, General Studies