

# Eric Morrow

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## Experience

**Circa, Social Media Editor** 05/2016-11/2016 Arlington, VA.

- Launched and coordinated Facebook, Instagram, Twitter and Snapchat strategy for aspiring national brand
- Used business and analytics tools provided by social networks and third parties to evaluate posts and inform strategy
- Targeted audiences on Facebook and Instagram using paid posts to maximize reach, sometimes to millions of people
- Cut videos for social accounts, in some cases as quickly as 30 minutes when subject matter was time sensitive
- Experimented with Instagram's new stories tool, creating original content for a growing platform

**WUSA, Community/Web Producer** 04/2015-05/2016 Washington, D.C.

- Managed and created digital content for WUSA's website, mobile app and social media platforms
- Coordinated with assignment desk and producers to ensure digital products were a newsroom priority
- Monitored social media for breaking news, sending alerts and managing live streams when situation warranted it
- Grew station Instagram account by 9000 followers and station Facebook page by 120,000 likes

**WGRZ, Digital Producer/Assignment Editor** 07/2013-04/2015 Buffalo, N.Y.

- Produced content for station website and social media accounts while running assignment desk at night
- Frequently wrote breaking news stories in a timely manner, often with limited information
- Grew station Twitter account by 55,000 followers, helped launch station Instagram account
- Coached up reporters and anchors to be more active on social media and to use our content management system

## Awards

- National Edward R. Murrow Award, *Small Market Website for WGRZ (2015)*
- New York State Associated Press Association, *1st Place Website TV2 for WGRZ (2014)*

## Skills

Content management systems including WordPress and Lakana. Social and traffic tools including Chartbeat, Google Analytics, Facebook business manager, Crowdtangle, Banjo, Hootsuite and Sprinklr. Video editing with Edius and Adobe Premiere Pro. Graphic and web design with Dreamweaver, Komodo Edit, After Effects and Photoshop.

## Education

**University of Maryland** 08/2009-05/2013 College Park, Md.

- Bachelor of Arts in journalism with a concentration in English.