

Michael Eric Ross

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SUMMARY

10+ years in dynamic online news- and feature-related editorial environments with emphasis on original and commodity news; writing news and feature content; experience in email and social media marketing; managing freelancers and editing their work; and the multitasking required at a breaking-news operation. Strong news judgment and headline writing skills; a talent for content packaging; and a grasp of editorial best practices for online, social and mobile.

PURSUING

A full-time position leveraging extensive experience in news and feature content editing, writing, production and social media at a major news website, portal or online entity with consumer-facing content.

HISTORY

February 2017 - present

Contributor, Jerrick Media, Los Angeles (remote)

Contribute long-form essays on pop culture, politics and tech to this company's growing network of content channels, working remotely with East Coast editors.

June 2016 - March 2017

Contributor, TheWrap, Los Angeles

Contribute stories to this award-winning news site covering the business of entertainment, media and pop culture.

February 2016 - May 2016

News Editor, TheWrap, Los Angeles

Assigned, line edited and back-read news stories and headlines; edited slideshow and email blast content; and planned upcoming stories with other editors and reporters in daily scrums.

Worked day-of/night-of news coverage of special events, including Grammy Awards and Academy Awards for this award-winning digital news organization covering the business of entertainment and media.

Wrote and edited short- and long-form posts from breaking stories or staff sources. Selected and sized images, added video embed codes, heads, decks and ancillary content (related links, etc.) and positioned for best SEO exposure. As Sunday editor, consistently generated 12-15 posts/shift.

January 2014 - August 2014

Media and marketing director, Ark Lodge Cinemas Inc., Seattle

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Developed media, public relations, online and social-media strategies for this independent movie theater company. Wrote and edited content for the website, and Twitter, Google+ and Facebook pages. Took lead for building conversation on those platforms, weaving news into promotional content. Grew Twitter feed volume 300%. Facebook likes +13%, Twitter followers +45%, theater attendance +27%.

Wrote press releases for distribution to local media; created and organized programming and sales content for mobile apps; created print collateral; and monitored website and social analytics. Spearheaded efforts to broaden community outreach.

Refined company branding; created a customized URL for direct ticket access; and co-created and co-programmed a children's film festival that debuted in June 2014.

April 2013 - present **Contributor, Medium**

Contribute long-form essays to this widely-read online journal of opinion, analysis and pop culture.

June 2013 - September 2013 **Site producer and senior editor, Current.com (contract)**

Supported senior editors in executing news-editorial strategy for the website of the Emmy and Peabody Award-winning Current TV network, in its transition to new ownership. Crafted sharp, engaging headlines and teases for the home page and program channels.

Edited narrative from videos of Current TV programs from show producers; co-managed overnight / weekend homepage production.

Owned production of The Daily Brief, an email newsletter summary of Current's top daily stories. The newsletter was sent to nearly 1 million subscribers.

July 2008 - November 2012 **Various editorial positions at MSN**

News editor Selected and edited wire stories and content, wrote headlines and producing pages for the news division of the MSN portal, on a redesigned content delivery platform that mirrors the tile-based user interface of the Windows 8 operating system.

Monitored wire stories for the portal's various Entertainment channels,

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including Music, Movies and Television, editing stories using proprietary MSN content management tools. Mentored several freelance writers. Collaborated with content, production, marketing and other stakeholders to boost site usage.

Producer Provided content development, editorial and esthetic direction; co-managed daily content publishing and a long-range editorial calendar.

Excelled as part of the editorial team for "Masters of Style," a cross-network advertising solution for Gillette, editing and writing landing-page copy and profiles inside; selecting landing-page images; and working in consultation with PMs and designers.

Writer Performed a range of writing assignments and general production tasks, including slideshows, photo selection and captions.

April 2001 - June 2007

News editor, producer and reporter, msnbc.com, Redmond, Wash.

Excelled as editor of stories from Associated Press, Reuters and other content providers for publication, through a proprietary CMS. Edited scripts from NBC News correspondents into narrative stories for publication in various site verticals; supervised video editors in edits of NBC News videos.

Frequently wrote original stories for politics, entertainment and news.

Successfully produced a site vertical on race and ethnicity in the United States, and took lead for rebranding the channel. Under my direction, page views grew by 20 percent. Acted periodically as Sunday business editor, editing and publishing wire features and news stories anticipating market activity for the week ahead.

Contributed generally to the accuracy, tone and style of headlines and content on the home page and verticals. Site's monthly unique users increased from 10 million in 2001 to almost 30 million in 2007.

TECHNOLOGY

Proficient with WordPress, Macintosh iOS and OS, and Windows OS, Word and Outlook; Safari, Internet Explorer, Chrome and Firefox browsers; and various CMS. Working knowledge of image databases (AP and Getty), Constant Contact, Photoshop Elements and Picmonkey.

EDUCATION AND ACADEMICS

University of Colorado at Boulder (Bachelor of Science, Journalism).
Columbia University Graduate School of Journalism (adjunct professor)