

# GREG EMERSON

Brooklyn, NY

atEmersonGreg@gmail.com

917-543-4067



@EmersonGreg

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## SKILLS

**Software:** Web design (HTML, CSS, JavaScript), Web analytics (Omniure SiteCatalyst 14/15 certified, Google Analytics, Chartbeat, Sprout Social), Data analysis (Excel, MySQL, PHP), multimedia production

**Language:** Fluent in French, Spanish (ACTFL Level 10/10 – Superior); Advanced Portuguese, Icelandic, and Quechua (indigenous language of Peru, Bolivia and Ecuador)

## EDUCATION

### Columbia University Graduate School of Journalism

2009: M.S. in Journalism with  
Digital Media concentration

### University of California, Berkeley

2002: B.A. with High Honors in  
Political Science, Distinction in  
General Scholarship (*cum laude*)

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## REFERENCES

Glenn Hall

U.S. News Editor, Wall St. Journal  
917-359-4994

glennhowardhall@gmail.com

Jennifer Preston

VP of Journalism, Knight Foundation  
917-647-2979

jepresto@gmail.com

Jim Freed

Deputy Picture Editor,  
MailOnline.com

646-885-5123

james.freed@mailonline.com

## EXPERIENCE

*Newsday.com / amNY.com (June 2012 – Present)*

### Deputy Editor, Emerging technologies

- Serve as project manager and editorial lead in upgrade of Hermes and Polopoly CMS to implement digital-first multiplatform publishing workflow.
- Lead redesign of native Newsday and amNewYork iOS and Android apps, with focus on navigation and UX, and presentation of interactive features; includes testing interim builds and coordinating various working groups.
- Serve as liaison between editorial and development teams, managing calendar of CMS enhancements for Polopoly, WordPress and devising solutions to improve workflow and streamline user-facing features of site, apps.
- Implement and direct A/B testing scheme for email newsletters, developing best practices leading to 30% increase in click-through rate.
- Manage social media team and track social analytics to develop evolving best practices that have resulted in 10x growth in Facebook likes and 70% growth in social media referrals to desktop and mobile website. Also implemented A/B testing and targeting of social outreach to audience segments.
- Manage 8 direct reports and train print and Web staff in content strategy, enterprise story planning and new features of CMS and mobile apps.
- Manage daily editorial direction of website and mobile apps, including mobile and email breaking news alerts and monitoring real-time analytics.

*MailOnline.com (March 2012 – June 2012)*

### Photo Editor

- Produced and monitored performance of photo features using Jackrabbit CMS, and sourced and edited photos for breaking news stories.

*TheStreet.com (March 2010 – March 2012)*

### Editor/Writer

- Manage UX and new features of website and customizing of Drupal CMS, and served as beta tester of iOS apps.
- Assigned, edited and produced daily stories and features for staff and freelance reporters, and produced video and multimedia features.
- Analyzed traffic analytics and real-time reader feedback to monitor engagement and plan content strategy on website and mobile apps.

*FLYPMedia.com (May 2009 – March 2010)*

### Multimedia Reporter-Producer

- Produced original and partner multimedia features with video, interactive maps and graphics for magazine clients (Fortune, Sports Illustrated, others).

*U.S. Peace Corps (Feb. 2003 – Dec. 2005)*

### Environment, Community Health Volunteer (Morocco, Perú)

- Served as editor of 40-page newsmagazine, wrote and produced plays and radio broadcasts in Spanish and Quechua to teach better health practices.

## TEACHING EXPERIENCE

*CUNY-Hunter College (Fall 2011 – Present)*

*Long Island University - Brooklyn (Fall 2013 – Present)*

### Adjunct Assistant Professor

- Teach undergraduate courses in Social Media and Online Journalism with lessons including SEO, multimedia production and the role of analytics.