

RYAN R. SANDERSON

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Experienced journalist, editor and manager, seeking an editorial position with remote flexibility.

EXPERIENCE

AutoVitals: Managing Editor, Website Content, January 2016 – present.

Writer Supervision – Editorial Management – Client Communication

- Manage website content production for more than 100 automotive clients.
- Screen, hire, assign and schedule freelance writers for ongoing copywriting projects.
- Proofread and edit all submissions; provide constructive feedback for improvement.
- Restructure editorial processes to improve efficiency and cut total production times.
- Write SEO keyword pages to meet specific requirements; edit accompanying video scripts.
- Obtain client approval on all content, revising as requested; perform site QA in WordPress.

RRS Communications: Marketing and Editorial Manager, June 2009 – present.

Social Media Management – Website Development – Marketing Strategy

- *Clients include: Patagonia, Coldwell Banker, People Media, StarKart, SPI Marketing.*
- Write property descriptions, bios, website copy and WordPress blog posts; edit videos.
- Draft corporate client video scripts from source content, including timing and cues.
- Proofread social media posts; create daily posts in HootSuite and monitor analytics.
- Produce e-mail marketing newsletters for subscribers, via iContact and MailChimp.
- Edit videos in iMovie; manage YouTube channels; design PowerPoint presentations.
- Host product promotions; secure news coverage of events; schedule reporter interviews.

KNBC-TV: News Content Producer, November 2003 - June 2009.

Newscast Production – Content Creation – Video Management

- Produced written, video and graphics content for daily, live, local newscasts.
- Gathered and evaluated multiple sources of information, covering all subject matter.
- Wrote scripts for anchors, summarizing complex, changing elements into concise copy.
- Coordinated live shots; screened raw footage; supervised video editing; created chyrons.
- Trained new writers on newsroom computer system; reviewed and approved content.

KTLA-TV: News Writer, May 2002 - December 2004.

News Coordination – Script Writing – Video Editing

- Wrote and edited anchor scripts for live newscasts, covering multiple segments.
- Rewrote longer, more extensive versions of newscast stories for website posting.
- Produced entertainment blocks in newscasts, selecting stories and writing copy.
- Assembled raw video clips on desktop editing platform; prepared show graphics.
- Field produced special events for the station; conducted on-camera interviews.

KRON-TV, News Writer; WTTW-TV, Production Coordinator; WTVQ-TV, Associate Producer; WGN-TV, Intern Writer; National Center for Tobacco-Free Kids, Communications Assistant.

EDUCATION

Northwestern University: Medill School of Journalism

Bachelor of Science in Journalism, Political Science minor.

Real Estate Agent, California: CalBRE #01988768.