



# JOE GROBECK

jdgrobeck@gmail.com | 402.350.0462 | Austin, TX |

---

## Education

**University of Nebraska-Lincoln | Lincoln, NE**

Graduated 05/2017

Bachelor of Journalism in Advertising & Public Relations

Minors: Business, English

---

## Experience

**Staff Writer, Basketball Content Writer**

01/2020-Present

FanBuzz | Austin, TX

- Cover football, basketball, baseball and golf news as well as sports history
- Pitch weekly articles based on SEO and social media relevance
- Use analytics in Google Data Studio and Parsely to drive content planning

**Box Office Team Member, Bartender**

03/2019-03/2020

Austin Film Society | Austin, TX

- Fulfilled ticket sales through Salesforce, a customer relationship management software
- Sold memberships to new customers
- Carried out concession orders

**Owner/Writer**

12/2015-02/2019

Long Time Reader, First Time Blogger | Remote

- Wrote weekly blog for 2017-18 Nebraska basketball season
- Designed web layout via Wix
- Conversated with readers on social media
- Grew reach 15% by analyzing and aiming content that resonated with readers

**Creative Copywriter**

05/2017-02/2019

Hayneedle | Omaha, NE

- Wrote engaging and informative copy for diverse collection of home and outdoor products
- Edited copy from extensive team of freelance writers to align with company voice
- Collaborated with SEO team to organically implement keywords into copy
- Managed monthly freelance budget on Microsoft Excel

**Sports Editor II**

01/2018-10/2018

Omaha World-Herald | Omaha, NE

- Administered online scoreboard for seven high-school sports across Nebraska's six classes
  - Wrote five preview pieces and one feature as part of Prep Previews, the Omaha World-Herald's annual high school football preview series
  - Executed customer service by fielding and responding to general sports inquiries over the phone
-