

## **JOHN STECKROTH**

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### **Career Objective**

To obtain a position with an innovative organization that will profit from my fresh, intensely creative approach to content marketing that successfully reinforces brand persona, engages current customers and captures new customers.

### **Experience**

#### **Indigo Slate / Microsoft Tech Community**

**| August 2018 – Present Date**

##### **Community Manager**

- Owned social media strategy and execution for Microsoft Teams, growing a larger followership and amplifying product news, engaging with users, creating campaigns, and generating analytics reports.
- Staging and publishing blog articles across the Microsoft Tech Community, moderating online forums, promoting conversation spaces, creating demo content, and hosting Microsoft “AMA” events.
- Working closely with product teams to coordinate and share announcements at both in-person and virtual events, producing webinars and utilizing Microsoft Teams Live Events functionality.

#### **Graham Media Group / WDIV Local 4 News**

**| January 2015 – June 2018**

##### **Senior Digital News Editor**

- Coordinating content with reporters and producers, publishing and updating stories, sending push notifications, configuring livestreams, collaborating on special projects, and creating strategies based on real-time analytics.
- Managing social media presences and direct programs for several shows and over 30 talent social pages to increase traffic while maintaining a consistent brand.

##### **Livestream Producer**

- Responsible for editorial and technical operation of livestreams, scheduling daily content and fast-paced production in breaking news scenarios.
- Creator, director, producer and co-host of a morning talk show livestreaming on multiple platforms.

#### **American War Memorials Inc.**

**| June 2013 – Present Date**

##### **Executive Director**

- Formed a 501(c)3 organization dedicated to preserving and indexing war monuments in the U.S.
- Designed and built a website with a searchable database of historically accurate digital content, while managing day-to-day operations, soliciting donations, writing grants and newsletters.

### **Education**

#### **University of Michigan - Dearborn**

**April 2015** – Bachelor’s degree in Journalism and English

The Michigan Journal - Staff Writer

### **Skills**

Basic understanding of Solidity and ReactJS. Highly proficient with Microsoft 365, Adobe Creative Suite, HTML/CSS, iNews, Social News Desk, Hootsuite, Sprinklr, TweetDeck, Google Analytics, Chartbeat, Aurora, ibPublish, Endplay, and WordPress.