

RYAN REITERMAN

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WEB CONTENT PRODUCER

Digital journalist with extensive experience managing homepages and developing content for websites, social media and mobile applications. Organized self-starter who thrives under deadline pressure. Areas of expertise include:

Content Management Systems | Writing, Editing, AP style | Social Media and SEO | HTML, CSS, Photoshop

PROFESSIONAL EXPERIENCE

GOLF CHANNEL, Orlando, FL

2013 to 2018

Assistant Managing Editor

Updated and maintained all aspects of GolfChannel.com website and mobile app in content management system (Drupal). Served as point person on weekends for managing editor regarding any changes to content plan or breaking news. Wrote blogs and columns, updated social media accounts and covered PGA Tour events as needed.

- Produced and arranged content on homepage to increase traffic and engagement across GolfChannel.com and mobile app.
- Edited and fact-checked stories from writers at tournaments for grammar and style.
- Optimized headlines, summaries, photos, keywords and URLs for SEO.
- Tracked website metrics through daily reports and Omniture.
- Monitored social media accounts and wire services for compelling content that could be used for blogs or photo galleries.
- Reported bugs and website issues to technical team and provided detailed feedback on website redesigns and upgrades.
- Improved process for year-end special projects by creating Google document every month tracking key stories and trends that saved colleagues time when researching their features.
- Managed team of 3 producers and writers at the Open Championship for U.S. version of theopen.com website. Produced daily budget of stories and content and promoted multiple live streams. Communicated with partners ensuring strategic objectives were met.

GOLF.COM, New York, NY

2010 to 2013

Senior Producer

Optimized magazine content from Sports Illustrated and Golf Magazine for Golf.com website. Updated homepage with latest news and videos. Managed social media accounts and educated colleagues on best practices.

- Updated Golf.com homepage and mobile app in content management system, edited and produced stories, chose best photos from SI photographers and refreshed headlines driving more traffic.
- Led social media efforts and increased engagement on Facebook, Twitter, Google+, Instagram and YouTube.
- Conducted video interviews with golfers including Natalie Gulbis, Nancy Lopez and Arnold Palmer.
- Completed "Smarter Social Media" course at Columbia Journalism School and delivered presentation to colleagues on social media best practices.

GOLF.COM, New York, NY**2007 to 2010****Producer**

- Generated and executed story ideas for Golf.com travel section.
- Produced, edited and published weekly newsletters.
- Wrote blogs and columns at several PGA Tour events and major championships.

CAPE CORAL DAILY BREEZE, Cape Coral, FL**2006 to 2007****City Government and Sports Reporter**

Covered high school sports and Minnesota Twins spring training games for local newspaper. Paginated sports section once a week. Updated Cape Coral Daily Breeze website with latest sports stories and statistics. Generated ideas and wrote feature stories for weekend editions.

ADVERTISER-TRIBUNE, Tiffin, OH**2004 to 2006****Cops and Courts Reporter**

Covered city council, safety organizations and local courts in Seneca County. Worked with editors to generate story ideas for weekend features and special sections. Monitored police scanner and covered breaking news. Completed seminars in copy editing and headline writing.

EDUCATION**Bachelor of Science (BS), Journalism**

Bowling Green State University, Bowling Green, OH

PROFESSIONAL ASSOCIATIONS

Golf Writers Association of America

AWARDS

Team placed third in Special Projects category at 2015 GWAA Writing Competition

COMMUNITY ACTIVITY

Pawsitive Action Foundation, St. Cloud, FL, Jan. – Aug. 2017
Helped train service dogs for veterans and people with disabilities