

JOHN CONVERSE TOWNSEND

EXPERIENCE

FAST COMPANY MAGAZINE

SOCIAL CONTENT AND COMMUNITY MANAGER, 2016-present

- design and direct how Fast Company stories appear on digital platforms, and how we interact with followers
- write stories for FastCompany.com and the magazine, and regularly featured as an on-camera personality
- oversee direct video upload process, social tracking reports, as well as promotion for all content on YouTube
- test ways to take advantage of online trends and conversations, including developing new video series
- provide creative social media support for events, campaigns, awards, and the rollout of features online
- increased weekly Instagram followers by 51.7%, likes per post by 11.8% and comments by 17.2% in 2018
- boosted clicks/tweet by 13.7%, RT/tweet by 19.3% and faves/tweet by 13.2%, compared to yearly averages
- on Facebook, increased clicks per post by 17.2% and likes post likes by 13% compared to yearly averages

TRUTH ABOUT IT.net, ESPN TRUEHOOP NETWORK

CO-EDITOR and SPECIAL CORRESPONDENT to ESPN, 2010-present

- cover NBA games, the NBA Draft, and related events with credentials as a special correspondent to ESPN
- manage a team of contributing writers, plus international correspondents in the Czech Republic and Poland
- direct coverage strategy, edit copy, write headlines, and ensure stories are compelling and data-informed
- participate in forecasts like NBArank, alongside panelists from ESPN, The Undeclared, and FiveThirtyEight

ASHOKA: INNOVATORS FOR THE PUBLIC

EDITOR and DIGITAL STRATEGIST, 2010-2016

- designed and executed media content and campaign strategy for Ashoka and its engagement partners
- attracted more than 545,000 followers to Ashoka Changemakers' "must-follow" social media accounts
- raised brand awareness for Ashoka Changemakers, named a "top influencer" in the social purpose field
- produced three of the top 10 posts (all time) on Ashoka's channel on Forbes.com

HONORS, etc.

2018 Telly Awards winner for producing and starring in the *Fast Company* mini-doc "The Day I Got Microchipped"

2018 Eddie and Ozzie Awards finalist for producing and starring in the above mini-doc

Set viewer records for BuzzFeed's news show, "AM to DM," when promoting a Fast Company feature I produced

Ongoing appearances on "Sportsworld," BBC World Service Radio's flagship sports program, and BBC World TV

Partner and participant in the 2016 American Express Leadership Academy Global Alumni Summit in NYC

Grew up in three capital cities and have traveled to over 20 countries in search of adventure and understanding

The real Chrissy Teigen follows me on Twitter

SKILLS

DIGITAL TOOLS: MS Office, Photoshop, Premiere Pro, GarageBand, Chartbeat, SocialFlow, Buffer, Parse.ly

LANGUAGES: English, Spanish, HTML, and a bit of French

APPETITE FOR LEARNING: Love to experiment in the kitchen, and exploring new worlds with books of every genre

SCUBA DIVING: I've been a certified open water diver since 2003 and once had a run-in with a hammerhead shark

EDUCATION

THE UNIVERSITY of NORTH CAROLINA at CHAPEL HILL

B.A., Sociology

Double Minors: Social Entrepreneurship, City and Regional Planning