
SCOTT M. GLEESON

scottmgleeson@gmail.com | 815-210-7719 (Cell)

EXPERIENCE

USA TODAY Sports Media Group

Colleges Digital Editor/National Writer | December 2012-Present

- ✚ **Producer:** In charge of editing/publishing copy from Colleges' team of reporters to Digital platforms, and adding complementary elements (galleries, video, social media engagement)
- ✚ **Main Programmer:** Manage/organize presentation of college sports (basketball, football) website fronts, writing engaging headlines and making programming decisions that cater to Digital audience.
- ✚ **Reporter/Writer:** Hold the following college basketball columns: *Bracket Briefing*, *Sunday Basketball Brunch*, *Morning Tip-Off* and *Starting Five*. Reporting at the Final Four and NBA draft, written several cover stories profiling athletes and their personal lives, interviewed coaches around the country for a daily breakdown of the projected 68 NCAA tournament teams.

Digital Producer | March 2012-December 2012

- ✚ **Producer:** Published staff, wire copy to Digital platforms with galleries, video; Updated social media.
- ✚ **Sports Homefront Editor:** Managed/organized presentation of website by making programming decisions on top headlines, balancing top news with audience preferences, utilizing analytics/trends.
- ✚ **Blogger:** Wrote content for USA TODAY Sports' various blog communities on NBA Finals, Olympics.
- ✚ **Contributions:** Assisted with the launch of new, well-received website; Helped company hit its highest-ever overall page view mark with record-breaking digital coverage for London Olympics by handling/producing live up-to-the-minute content.

Sports Weekly

Contributing Writer | June 2012-Present

- ✚ Write stories for USA TODAY Sports' weekly print tabloid edition on occasion as well as preview guide supplements for NBA, NFL, NCAA football, NCAA basketball, tennis; Write a weekly analysis breaking down the best college basketball games during the season.

For The Win/The Q

Contributing Blogger | April 2013-Present

- ✚ Contribute to USA TODAY Sports' popular blog websites, focusing on college basketball. Write buzzy, quick-hitting posts that focus on sharing on social platforms and starting the conversation with unique hooks that go viral on the Internet.

Gannett Digital

Web Producer | May 2011-March 2012

- ✚ Worked as an online night editor for Digital Production Center, which serves Gannett's various newspaper client websites; Prioritized, reviewed, posted daily content, and communicated with newspaper staff to ensure correct website functioning.

The Washington Examiner Newspaper

Sports Paginator, Editor, Writer | June 2011-March 2012

- ✚ Designed and proofed majority of sports pages for the District's second biggest newspaper, creating layout, writing headlines, sub-heads, photo captions.
- ✚ Wrote short articles for Examiner's Cheers & Jeers sports opinion section.

The Daily Vidette Newspaper

Sports Editor/Reporter/Web Director | August 2007-May 2011

- ✚ Assigned and edited stories for eight employees, held weekly meetings and designed sports page layout for Illinois State's award-winning newspaper.
- ✚ Produced over 400 articles, including game recaps, features, news stories and columns; Main beat writer for Division I men's basketball, football.
- ✚ Managed online content, controlled daily social media with Twitter and Facebook; implemented website's first-ever blogs, live chats, video.

Freelance Work

- ✚ Voice heard through numerous media outlets including ESPN Radio, Yahoo Sports Radio, NBC Sports Radio, SLAM, HoopsWorld, St. Louis Post Dispatch, Indy Star, Detroit Free Press, Arizona Republic.
- ✚ Covered Chicago Bears during 2010 summer for Kankakee Daily Journal newspaper.