

SCOTT M. GLEESON

scottmgleeson@gmail.com | 815-210-7719

EDUCATION

- ✚ Illinois State University | Bachelor's Degree (Journalism)

EXPERIENCE

USA TODAY NETWORK (Sports Media Group, Sports Weekly, Gannett Digital)

National Writer (Washington D.C., Los Angeles, Chicago) | May, 2011-Present

- ✚ **Trending News Writer (May, 2017-Present):** Curate and report news from sports world — tying in political, cultural and social issues, then drawing and expanding based on social/analytic trends.
- ✚ **Enterprise Reporter (June, 2015-Present):** Cover the LGBT movement in sports. Comprised nationally-acclaimed series on homophobia and gay athletes. Story on the first openly-gay basketball coach was winner for Best Breaking News Feature by *Associated Press*. Human Interest piece on Special Olympics World Games was a finalist for Best Worldwide Color Story by *International Press Association*. Contributed to Olympics coverage, including a front-page cover story on the 2016 Rio Games.
- ✚ **College Sports Digital Editor (December, 2012-May, 2017):** Edited/published copy from NCAA reporters to digital platforms, adding and creating complementary elements (galleries, video, social media). Managed display of college sports' website page headlines. Facilitated weekly rollout of prestigious Coaches Poll top 25. Steered NCAA tourney coverage, managing bracket and engagement.
- ✚ **NBA Digital Editor (April, 2015-August, 2015):** Edited/published copy from NBA reporters, managed website display during Playoffs, Finals, Draft. Assisted with live coverage, weekly podcasts.
- ✚ **Main Programmer (March, 2012-December, 2012):** Managed the sports front website page, writing engaging headlines and making decisions that resonate with digital readers based on analytics, trends.
- ✚ **Producer (May, 2011-March, 2012):** Managed web content for Gannett's smaller newspaper clients.
- ✚ **Innovator:** Played pivotal role in company's fresh approach for mobile audience by creating format for game stories. Assisted with monetization of new sub sites, Spanning the SEC and Football Four. Helped cultivate *Fan Index*, *College Basketball Caucus* series. Part of the launch team for debut of USA TODAY's new website in 2012. Helped drive record-setting live coverage for London Olympic Games.
- ✚ **Analyst:** Appeared on camera as main March Madness voice. Radio guest on ESPN, FOX, NBC and CBS.
- ✚ **Writer:** Held the following national web columns: Bracket Briefing, Bubble Tracker, Basketball Brunch, and Starting Five. Reported at the Final Four, NBA Playoffs and NBA Draft. Interviewed 68 coaches around the country for daily breakdowns of the projected NCAA tournament. Stories have appeared in Chicago Sun-Times, Yahoo!, *Sports Illustrated*, Indianapolis Star and Washington Post.

For The Win

Blogger | April, 2013-April, 2016

- ✚ Wrote for social news site, producing viral content. Several posts topped 200K page views, 100K shares.

The Washington Examiner

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

- ✚ Designed sports pages for DC's No. 2 paper. Held NFL column. Edited '12 Presidential Campaign stories.

SLAM Magazine

Freelance Writer | October, 2011-December, 2012

- ✚ Wrote feature stories on NBA, NCAA teams and players for basketball and hip-hop culture publication.

Daily Vidette (Illinois State University's student newspaper)

Sports Editor, Reporter & Web Manager | August, 2007-May, 2011

- ✚ Managed sports staff. Had coverage on all 19 ISU sports. Directed social media. Created blog network.

VOLUNTEER ENDEAVORS

- ✚ **Chicago Public Schools:** Coach 5th-8th grade basketball for Audubon Hawks in the CPS' North League.
- ✚ **Agape (Kenya):** Taught underprivileged kids at Nairobi school, counseled children at abuse shelter.
- ✚ **American Cancer Society (San Diego):** Seany Foundation camp counselor to neglected sibling kids.
- ✚ **Walk With Sally (LA):** Big brother/mentor to 12-year old, Micah, who lost his father to cancer in 2014.

REFERENCES

(Available Upon Request)

- **Christine Brennan**
National Commentator & Columnist, *ABC, CNN, USA TODAY*
- **Mary Byrne**
Editor-in-Chief, *Olympic Channel* | formerly of *ESPN, Associated Press*
- **David Meeks**
Managing Editor, *USA TODAY Sports*
- **Jamie Mottram**
Founder of *For The Win, AOL FanHouse, Yahoo! Sports Blogs*
- **Mark Pesavento**
Vice President of Digital Content, *NFL.com, formerly of Fox Sports*
- **Robert Klemko**
National Reporter for *MMQB, Sports Illustrated*
- **Michael Katz**
Social Media Editor, *SB Nation*
- **Alex Reside**
Senior Photo Editor, *GQ*
- **Jeffrey Tomik**
Express Sports Editor, *Washington Post*
- **Todd Kober**
Associate Athletics Director, *University of Kansas*