

Michael L. Grillo

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Digital content manager with 5+ years experience in print and broadcast newsrooms. Intense focus on audience engagement: constantly seeks ways to grow digital readership and encourage interaction among site users. Proficient in social media, search engine optimization and analysis of web site traffic. Adept at optimizing articles for display on desktop and mobile devices. Graduate-level education led to hands-on experience in print, digital and broadcast journalism.

EXPERIENCE

The Hartford Courant

HARTFORD, CT

Audience Development Manager

SEPT. 2013 – PRESENT

- Led the deployment of mobile news products for Courant.com, FoxCT.com, and CTNow.com.
- Used social media channels to drive traffic to our web sites and encourage audience engagement.
- Determined the strategic agenda for the newsroom's primary social media accounts.
- Monitored key metrics on the newsroom's web sites, mobile products, and social media channels.
- Developed The Courant's subscription-based digital news service.
- Trained Courant and Fox CT journalists on best practices for mobile and social media.

Home Page Editor

DEC. 2009 – SEPT. 2013

- Determined placement of articles and multimedia on the home page of Courant.com.
- Produced related content for featured articles and breaking news.
- Sent mobile, social, and email alerts for significant breaking news.
- Wrote headlines and breaking news for Courant.com and the Courant's social media channels.
- Enhanced home page and section fronts with interactive content, including social media feeds and a hyper-local news module.
- Developed a solution to enable article comments using Facebook, and introduced that solution to others inside Tribune Company.
- Compiled detailed digital metrics reports, projections and goals for the Courant and Fox CT.
- Assisted in multiple redesigns of Courant.com.
- Collaborated on an improved news budgeting system for print and digital platforms.
- Trained online producers, reporters and editors on web production.

Online Producer / Audience Analyst

MAR. 2008 – DEC. 2009

- Produced slideshows, live chats, special sections and other related items for Courant.com articles.
- Compiled daily and monthly metrics reports for the newsroom, sales department and Courant executives: reports showed user tendencies and page view trends.
- Trained editors and reporters on web production and utilizing metrics in news coverage.

Grand Light

NEW HAVEN, CT

Web Content Developer / Sales and Marketing

JULY 2007 – MAR. 2008

- Updated content listings on web site, improved SEO on grandlight.com pages, assisted in sales, shipping and customer service.

Boston Globe

BOSTON, MA

News Content Intern for Boston.com

SEPT. 2006 – MAY 2007

- Produced photo galleries, message boards and other content for Boston.com articles.
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SKILLS

- Worked with several web content management systems.
 - Experience with social media, search engine optimization, data visualization, mobile and responsive technology.
 - Proficient in HTML/CSS, with functional knowledge of Javascript and jQuery.
 - Extensive experience with web metrics tools, including Adobe SiteCatalyst (Omniiture), Google Analytics and Chartbeat.
 - Advanced knowledge of Microsoft Excel; used spreadsheets to organize data for digital content and compile metrics reports.
 - Experience with Adobe Photoshop and various video and audio production tools.
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OTHER MEDIA EXPERIENCE

- News Editor for The Justice, Brandeis University's student newspaper: edited and wrote news articles, managed several staff writers and contributors, assisted with layout of news pages and produced a weekly podcast for the newspaper's web site.
 - Marketing and Promotions Intern for 99.1 WPLR: wrote copy for on-air promotions, maintained the station's publicity file and email database, assisted at on-site promotional events.
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EDUCATION

Quinnipiac University

HAMDEN, CT

Master of Science, Journalism

AUG. 2007 – MAY 2009

- Improved journalism skills by covering local news, writing long-form stories and producing radio and television news packages.
- 3.83 cumulative GPA.

Brandeis University

WALTHAM, MA

Bachelor of Arts, American Studies

JAN. 2004 – MAY 2007

- Minored in Journalism and Philosophy.
 - Dean's List in Fall 2004 and 2005 semesters.
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