

CAM ELLIS

Digital Content Specialist

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Work Experience

Oct 15-
Present

Freelance Digital Producer | NBC Sports Washington

Responsibilities: Writing, editing and publishing content in CMS; monitoring and operating @NBCSWashington and its team-specific handles (@NBCSWizards, @NBCSRRedskins and @NBCSCapitals); producing video content for web and social platforms; podcast production for the Capitals and Wizards teams, creation of push notifications and e-blasts; general website maintenance

July 16-
Present

Writer | Baseball Prospectus

Responsibilities: writing weekly analysis of the Boston Red Sox; copy editing the yearly Annual print publication; operating @BProBoston

April 16-
April 17

Digital Media Associate | Oceana

Responsibilities: Managed and operated social media accounts for @azula; created and published written and video content on azula.com; operated Oceana's email marketing campaign; directed video content on social platforms

Achievements: grew Azula's Facebook following 200% in eight months; established Azula's weekly digital video series; successfully brokered a working partnership with the National Aquarium

Dec 14-
Aug 15

Sports Reporter | Goldsboro News-Argus

Responsibilities: Covered the athletic programs of 12 high schools and one university across Wayne County, NC; wrote daily game recaps, player profiles and investigative features; assisted with the daily design and layout of the sports pages; managed social media accounts for the sports department

Achievements: doubled Twitter following in a year; hosted interactive March Madness bracket with community leaders

Aug 13-
Aug 14

Freelance Sports Reporter | Wilmington Star-News

Responsibilities: Covered Wilmington, NC high school sports; assisted on the UNCW Baseball and Men's Basketball beats; designed and laid out the pages of the Sports section

Skills

Digital

Social Media



Adobe Suite



Podcast Prod.



CMS



Email Marketing



Video Prod.



Data analytics



Communication

Writing



Reporting



Editing



Photography



Project Mgmt.



Bylines

Washington Post

Baseball Prospectus

NBC Sports

News Media Alliance

Azula.com

Oceana

Outside Pitch

Georgetown Policy Perspectives

Goldsboro News-Argus

Go Magazine

Wilmington Star-News

Greater Wilmington Business Journal

The Seahawk

Education

University of North Carolina-Wilmington

B.A.- Communication Studies

Minor- Journalism

Graduated- 2014