

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, @NBCSRedskins 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