

DANIEL PETTY

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EXPERIENCE DIGITAL FIRST MEDIA / Digital Director of Audience Development / May 2017-Present

- Oversee, coordinate digital strategy and engagement efforts for more than 60 daily local news outlets in U.S.
- Execute growth strategies for digital subscriptions, video consumption, mobile apps, email newsletters, SEO, social
- Lead training efforts for newsrooms with digital tools to propel audience growth

SOCIETY OF PROFESSIONAL JOURNALISTS / Digital Tools Trainer / August 2015-Present

- Train journalists in newsrooms around the U.S. in digital tools, with a focus on Google tools for storytelling

THE DENVER POST / Senior Editor, Now Team / July 2016 - May 2017

- Led team of editors and reporters responsible for covering breaking news and trending stories
- Focus on alternative storytelling such as explainers, Q&As, search-driven content
- Work with video team to create timely native social video to complement stories

THE DENVER POST / Director of Audience Development / September 2015 - July 2016

- Worked across the newsroom to grow digital audience on mobile, desktop, apps, social, newsletters
- Helped create consecutive months of year-over-year growth in unique visitors
- Helped grow video views from 635,000 to 1.5 million from September 2015 to August 2016
- Oversaw social, SEO and newsroom analytics efforts; tracked and shared analytics monthly
- Trained staff on use of social media, SEO, digital headline writing and newsroom analytics
- Co-led project to launch new CMS on Wordpress VIP, overhaul workflow to become digital-first

THE DENVER POST / Digital Director of Sports / September 2013 - September 2015

- Managed team of four to oversee mobile, web and social production and strategy for the sports department
- Coordinated live coverage, long-term digital projects in sports, working closely with photo and design desks
- Coordinated with video producers on "The Sports Show," a daily two-hour live show on Denver sports
- Hosted video segments with reporters on breaking sports topics, weekly mailbags
- Wrote and produced stories; shot photos and video on a variety of subjects including running and cycling

THE DENVER POST / Social Media Editor / April 2010 - September 2013

- Covered the Aurora theater shooting, which won a staff Pulitzer Prize, with citations for social media
- Grew The Post's following on Facebook from 200 fans to a Top 10 newspaper on Facebook by fan count
- Expanded the number of Post journalists on Twitter from 10% of the newsroom to more than 90%

THE ASSOCIATED PRESS / News Editorial Intern / January 2008 - April 2008

- Staff writing intern for the Richmond, Va., bureau; wrote broadcast copy, wire stories and news briefs

HONORS & AWARDS

- Shared 2013 Pulitzer Prize with Denver Post staff for breaking news coverage of the Aurora theater shooting
- Fulbright grant recipient for Berlin Capital Program, November 2014
- Editor & Publisher's Top 25 under 35 for 2014
- 2012 Eddie Adams Workshop attendee for young photojournalists
- Recipient, Most Significant Contributor to the Richmond College Class of 2009
- Eagle Scout, Boy Scouts of America, October 2004

CONSULTING

- International Center for Journalists, digital media consultant in Kazakhstan, Fall 2017

SKILLS

- HTML, CSS, Wordpress, Google Analytics, Eidos Méthode, BrightEdge SEO, Merlin, Photoshop, Lightroom, PhotoMechanic, FinalCut X, Omniture, Brightcove, Ooyala, Chartbeat, Parsely, YouTube, other Google tools
- Strong knowledge of SEO and social media optimization tactics, content management systems

EDUCATION

- **UNIVERSITY OF RICHMOND** / Class of 2009 / B.S. Biology and Journalism, minor in French
- Competed on Division I Cross Country, Track teams 2005 - 2009