



CONTACT

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www.wendygatlin.com

SKILLS

Project Management | Social Media |
Campaign Management | Digital
Transformation | Analytics | YouTube | SMS |
OTT | Content Management | Branding |
Marketing | Digital and Social Strategies

ANALYTICS

Nielsen | FB/Insta Twitter analytics | Topic
Pulse | Sprout Keyhole | YouTube | Google
Analytics | CrowdTangle | Data Studio |
Stowell Research | Hootsuite | Hubspot |
Tableau | App Annie

PLATFORMS AND SOFTWARE

Facebook | Twitter | Instagram Snapchat |
YouTube | Tumblr | TikTok | Blubrry |
Hootsuite | Wordpress | Canva | Slack |
Salesforce | Tweetdeck | Wix | Mailchimp |
Salesforce | Adobe Creative Suite |
Monday.com | Social News Desk

ACCOLADES

Four-time Emmy Award recipient for digital
innovation contribution to major campaigns
(2016, 2017, 2018, 2020)

National Association of Broadcasters
Education Foundation Service to
Community Award (2017)

Regional Edward R. Murrow Award for
Excellence in Innovation (2019)

LMA Content Innovation winner for Urge To
Kill podcast (2020)

EDUCATION

Radio/Television Broadcasting
Central Carolina Community College

WENDYGATLIN

SOCIAL MEDIA /DIGITAL MARKETING STRATEGIST

KGW-TV (NBC AFFILIATE), PORTLAND, OR | AUG 2019– SEP 2021 DIGITAL CONTENT DIRECTOR

- Effectively set and project managed strategy for website, app, OTT, SEO, podcast, SMS, YouTube, newsletters
- Developed tactical integration of social and digital media within daily newscasts, website, podcasts, newsletters and all other tentacles of television digital blueprint
- Wrote and edited content for a variety of internal communications channels (slack, email, newsletters, banner ads, etc.)
- Partnered with marketing and other departments to communicate critical employee programs that drive employee engagement
- Drove employee adoption by exposing and unearthing "moments" to storytell company-wide
- Grew YouTube channel from 19K to 110K subscribers and 90K watch time views to 9M
- QR code strategy raised \$3M for Wildfire victims and led to strategic use for clients
- Newsletter open rates averaged 35%+ newly developed soared even higher. CTR's averaged well over 30%
- SMS guidance and strategy led to 50%+ response rate and CTR's increased by 40%
- Paid and organic Facebook, Instagram, and Twitter all showed growth of over 30%
- Launched 6 podcasts. Urge to Kill has over 3M downloads
- SEO strategy 70% more web traffic during elections, protests, wildfires, and coronavirus and by 50% overall
- Coach, create playbooks on digital best practices and training seminars for digital/sales/programming/marketing
- Support the goals of the general manager and the sales manager

WRAL-TV (NBC AFFILIATE), RALEIGH, NC | MAY 2014 – JUL 2019 SOCIAL MEDIA MANAGER

- Hired as newsroom's first social media manager
- Successfully set and managed strategy for 170+ social accounts
- Developed tactical integration of social and digital media within daily newscasts, website, podcasts
- Quadrupled social media audience in less than 2 years
- Connected dots with paid and organic A/B testing and reporting, resulting in 50% more traffic to website, and on occasion over 250%
- Responsible for how traditional mediathons raised money by incorporating into the digital landscape, increasing donations by hundreds of thousands of dollars
- Created first social media sales deck, creating millions of dollars of revenue for WRAL-TV
- Wrote and edited content for a variety of internal communications channels (slack, email, newsletters, banner ads, etc.)
- Partnered with marketing and other departments to communicate critical employee programs that drive employee engagement
- Drove employee adoption Used a multitude of analytics on a daily/weekly/monthly basis to drive strategy and report to stakeholders and other division
- Taught and presented social media best practices and training seminars
- Provide one-on-one guidance coaching to anchors, reporters, web editors, and other divisions of Capitol broadcasting
- Led charge and demoed digital products to be used on all verticals

WFMY TV (CBS AFFILIATE), GREENSBORO, NC | MAY 2011 – JUN 2013 DIGITAL/SOCIAL MEDIA MANAGER | SOCIAL COMMERCE MANAGER

- Hired as newsroom's first social media manager
- Managed and mentored digital content team
- Led strategy for digital content for website creating 30-50% more traffic
- Mobile apps strategy increased CTR by of 70%
- Managed digital staff and collaborated with sales, programming, and marketing to eliminate silos
- Coached/mentored on air talent/all departments' social media content.
- Led social media training seminars for entire newsroom
- Hosted two live TV segments daily on social media trends on The Good Morning Show
- Produced viral video content and news stories for website
- Created new online strategies and projects requiring newsroom and station-wide coordination
- Launched daily deals site e-commerce site; created revenue stream for Gannett and WFMY, heavy use of Salesforce in daily tasks
- Executed community events to increase email subscriber base
- Worked with six-figure budget guidelines to be creative with promotions

WTHZ-FM, LEXINGTON, NC | JAN 2008 – FEB 2009 MORNING SHOW CO-HOST, WEBSITE EDITOR

- Wrote and executed content as award-winning radio show co-host/on-air talent
- Number one morning show in Greensboro/Winston-Salem/High Point for women 25-54 (Arbitron)
- Daily website content editor, including multimedia editing, digital editing, HTML and CSS coding
- Created first social media presence for the station
- Implemented A/B testing for on-air to social and social to on-air, creating contesting and content that generated real-time, 2-way communications with users

WSFL-FM, NEW BERN, NC | JUN 2005 – AUG 2007 PROGRAM DIRECTOR

- Oversaw the conception and selection of all the station's content, and in the process shaped the station's demographic, identity, and core values.
- Number one radio station on the East coast men 25-54 (Arbitron)
- Support the goals of the general manager and the sales manager
- Hired, trained, and motivated and acted as mentor to staff
- Developed station's web and digital content
- Daily website content editor, including multimedia editing, digital editing, HTML and CSS coding
- Created first social media presence for the station
- Implemented A/B testing for on-air to social and social to on-air, creating contesting and content that generated real-time, 2-way communications with users