

# GREGORY WEHNER

410-422-0204 | Salisbury, MD | GregWehner@Outlook.com  
www.GregoryWehner.com

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## PROFESSIONAL PROFILE

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Professional wordsmith with seven years of content creation experience and a knack for distilling complex topics into simple terms. Successful digital strategist who identifies gaps and finds solutions that improve the user's experience.

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## AREAS OF EXPERTISE

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- Story & Article Pitches
  - Reporting & Writing
  - Podcast Production
  - UX/UI
  - CMS, WordPress
  - Adobe Creative Suite
  - Social Media Management
  - Content Strategy
  - Web Design
  - RFPs
  - Visual Design
  - Photo and Video Editing
  - Podcast Production
  - Research and Surveys
  - Wireframes
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## EDUCATION

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### Master of Science in Interactive Media & Communications, 2021

Quinnipiac University, Hamden, CT

#### Academic Experience

- **Business Proposal:** Responded to an RFP to redesign Fairmont University's website. The business proposal included analyses of SEO, the school's current website and those of the university's competition, proposed strategy with KPIs plan of action to update the site and maintain it.
- **Content Analysis:** Reviewed an organization's digital content and created a plan with recommendations and KPIs based on interviews with stakeholders.

#### Relevant Academic Experience Coursework

- Understanding your Audience
- Social Media Practice
- Content Creation
- Content Strategy

### Bachelor of Arts in Journalism

Stony Brook University, Stony Brook, NY

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## PROFESSIONAL EXPERIENCE

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### Digital Strategist and Staff Reporter – Ocean City Today, Ocean City, MD 2021 to Present

Created a digital strategy to improve SEO, site placement, social media presence, and advertising opportunities while also writing 8-10 stories a week for publication. More specifically:

- Increased Facebook followers by more than 10 percent in less than a year by developing a social media plan based on consistency and a variety of posts.
- Implemented a digital strategy that is trackable with KPIs and based on research, interviews, and surveys that increased website readership by 6 percent and kicked off a digital-first mindset in the organization.
- Trained reporters on organic SEO practices focusing on title, alt, meta, and numerous other tags, and led a strategy that moved [OceanCityToday.com](http://OceanCityToday.com) to the top spot of Google, Yahoo, Bing, and several other search engines while also moving the publication into the "News" portion of those search engines.

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- Priced various cloud technologies and advised upper management on purchasing a service to backup all digital media owned by Ocean City to offsite and secure servers.
- Managed social media and digital projects using Asana to ensure deadlines and tasks were trackable.
- Compiled a list of changes to the site that improve a user's experience and wireframes to provide a visualization of what is possible.
- Brainstormed with the publisher and sales team to increase ad revenue from the site.
- Told stories and used different technologies to convey what happened – photo galleries of storm events, videos of protests, and simple words to ensure as many angles were told.

**Staff Reporter** - The Southampton Press, Southampton, NY 2015 to 2020

*Wrote several stories a week, covering various beats and holding government officials accountable for their actions. More specifically:*

- Developed original content for 27east.com daily and collaborated as a team to strategize several stories including one on the opioid epidemic.
- Covered politics at the local, state, and federal levels, including legislation such as the abolishment of a cash bail system in New York.
- Experimented with different methods to tell stories using photos, videos, and data visualizations based on public records.
- Produced fast, reliable work during breaking news situations to ensure timely publication, outpacing competitors.
- Attended media briefings and press conferences, reported on crime and government, and wrote compelling and engaging copy.

**Justice Reporting Fellow** - John Jay College of Criminal Justice 2018 to 2019

*Accepted as a fellow at John Jay for a program focused on the overpopulation of jails in rural America and an abused and faulty cash bail system.*

- Authored articles for publication on The Crime Report.

**Editorial Contributor** - PATCH.com, New York, NY 2015

- Initiated and contributed to ongoing and fast-paced pipeline of news stories and digital material.
- Researched and promoted community events.
- Created original content daily.

**Mobile Sales Representative** – Market Source, Inc., Medford, NY 2014 to 2015

- Consistently exceeded sales goals as established by the company at a national level.

**Account Executive** – Reynolds and Reynolds, Norfolk, VA 2001 to 2009

- Consulted for top 100 automotive groups in the United States in training initiatives, digital marketing, and website analytics.
- Designed and hosted webinars to train dealership employees on website use and maintenance for marketing and branding.
- Multi-tasked a host of projects, from UX design to online product development.