

Emery Jeffreys



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Veteran online reporter with sharp news judgment who can work quickly, write cleanly and get to the heart of the story. Deadline oriented, with consistently accurate content. Extensive experience as a wire service reporter and editor. Fifteen years of experience with online news web sites. Create interactive content from news, information, video, audio and multimedia to attract readers. Create strategy for managing high traffic web sites by using attractive packages, SEO, social media. Adopt emerging technologies to stay ahead of competitors.

Professional Experience

bytewriter.com **Owner** 1999 - present
Orange City, FL

- Created site strategy for nationally-syndicated cartoonist
- Wrote how to articles for California web hosting company
- Developed web site, articles and email strategy for statewide athletic group
- Built web site and for start-up communications company
- Developed web site for congressional candidate
- Completed handicapped accessibility assessment for political site
- Built launch site for TV network

Bright House Networks **Senior Online Producer** 2002 -present
Orlando, FL **Content Manager**
Online Editor

- Write, edit and update breaking news articles for cfnews13.com. Create photo and video galleries and maintain site pages.
- Edit on-air news stories to web content, mobile devices and social media sites.
- Import, integrate and monitor external news data and generate content feeds for use on partner websites.
- Participate in design for site pages, content archival, photo galleries, video features, WAP and third-party gadgets.
- Developed original news and entertainment features for aroundcentralflorida.com.
- Supervise website management, traffic management, webserver log analysis and search engine-ranking analysis.
- Developed and implemented technique for writing and editing online content.
- Establish standards, operating policies and procedures for online quality control.

Stetson University **Web development manager/** 2000 – 2002
DeLand, FL **Webmaster**

- Developed new site design and architecture.
- Developed procedures for content management.

Modis Government Systems **Content Team Leader** 1998 –1999
Orlando, FL

- Developed Web-based training application for U.S. Army Signals Corps.
- Led site design team, site architecture, navigation, wrote instructional scripts, produced audio and built online student tests.
- Responsible for HTML coding, JavaScript, layout, design and work flow standards.

Daytona Beach News-Journal **Managing Editor / Online** 1995 -1998
Daytona Beach, FL **Business writer/editor** 1991-1995
Reporter

- Directed start-up of first web edition of newspaper in state of Florida.
- Planned new technology products to produce additional revenue streams for company.
- Reported on technology, personal computers, tourism, defense industry, banking, and consumer issues.

United Press International **Reporter/Editor** 1989 -1990
Raleigh, NC

- Wrote, edited and produced North and South Carolina Broadcast and Newspaper report.
- Supervised correspondents

Key skills

- »»News writing
- »»Analysis
- »»Editing
- »»Business writing
- »»Technology writing
- »»Multimedia editing
- »»Web video editing
- »»Web audio editing
- »»SEO
- »»Social Media
- »»Photoshop
- »»Dreamweaver
- »»Flash
- »»MS Office Suite
- »»Advanced HTML
- »»Final Cut Pro
- »»Sound Forge
- »»CSS
- »»JavaScript
- »»Perl
- »»PHP
- »»RSS feeds
- »»Content Management Systems
- »»XML
- »»Linux/UNIX
- »»All Windows OS
- »»OS X
- »»Apache/Tomcat

Professional Participation

Florida Writers Association conference
Multimedia Story Telling, Poynter Institute

Education

Concord University, Athens WV, Bachelor of Arts, Political Science

Activities and awards

Employee of the Month – Web Content Management Team, August 2010

Chairman, West Volusia YMCA, 2004 - 2009

Senior Warden, All Saints Episcopal Church, 2007 – 2009

References on request

Portfolio <http://bytewriter.com>