



Ryan J. Dennis



Represented by **The NWT Group**
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<https://NWTgroup.com/client/RyanDennis>

EXPERIENCE

Gwinnett County Government, GA

Staff Writer & Researcher

February 2023 — Present

- Collaborates with a team of public relations professionals to ensure understanding and execution of communications needs and requirements, particularly as they relate to content development
- Produces well-researched, original content for speeches, news releases, video scripts, feature articles, and for multiple digital platforms such as websites, email marketing, social media videos, and blogs
- Carries out research and fact-checks data collected
- Converts information gathered into readable, easy-to-understand content tailored to specific audience
- Tailors writing style for speeches and presentations in the speaker's voice
- Strictly adheres to the organization's style guide, proofreads assignments to correct errors before submission, and revises work based on editorial feedback
- Organizes writing schedules to complete drafts or finished projects within deadlines
- Coordinates with marketing analytics manager to ensure content attracts maximum reader engagement
- Keeps a pulse on new communications tools/tactics and seeks new opportunities to reach target audiences
- Pitches new content ideas that further the organization's objectives
- Performs other duties of a similar nature or level
- Performs additional duties as assigned and works extended hours, including weekends and evenings, as needed to support the Communications Department's programs and services

REVOLT Media & TV LLC, Atlanta, GA

News Desk Manager/

Segment Producer

September 2021 – December 2022

- Manage processes and procedures for news desk, editorial, post-production, and responding to breaking news operations
- Work closely with the Executive Producer and Producers to execute on directives including budget management, staffing oversight, and post/deliverables
- Represent the show and brand across multiple functions and departments, including to third party and vendors, developing strategic relationships, and responding to corporate directives and objectives
- Monitor news sources, scanners, digital media to stay informed and develop news stories and ideas
- Make calls to gather information and book interviews
- Develop, organize and maintain plan for news stories and future planning
- Provide assistance to reporters and producers in gathering story elements and contacts
- Gather information from various sources and cut videos to provide to producers and reporters
- Understand and follow all journalistic News Guidelines as assigned by corporate
- Generate ideas and contribute content to digital platforms
- Ensure projects meet predetermined deliverable specs and time/budget requirements
- Oversee News Team's content from conceptualization through the various stages of execution, to include: Research/Writing/ Producing and Post
- Diligent about production paperwork, music reporting, legal guidelines, journalistic standards, and adhering to the on-air working practice

Skills

- Content Creation
- Workflow Improvement
- Relationship Building
- Resource Management
- Content Production
- Photography
- Final Cut Pro
- HTML
- Video Editing
- Communication
- Talent Scouting
- Adobe Creative Suites
- Copywriting
- Endplay
- Budgeting
- Project Management
- Vendor Management
- Social Media Strategy

EDUCATION

Point Park University

Pittsburgh, PA

May 2010

- Bachelor of Arts: Journalism & Digital Media

Social Media



@ryanjdennis
1.4K followers



@ryandennisdigital



@ryanjdennis
3.2K followers



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TEGNA, The A-Scene, Atlanta, GA**Digital Producer/MMJ**

August 2016 – August 2021

- Created original high performing content that grew audience across digital and website to 3-4 million viewers per month with highest peaking video gathering more than 20 million views
- Produced The A-Scene Awards for 2018 and 2019, the first ever award shows dedicated Georgia's booming film and television industry, with 27k vote submission in a month-long voting period
- Increased The A-Scene on-platform video plays from 172K in 2018 to 447K in 2019, exceeding goal with a 260% increase
- Wrote 23 of the top 30 stories in the A-Scene category and 11 of the top 300 stories overall on 11Alive

USA Today, Atlanta, GA**Freelance Video Producer**

November 2017 — July 2018

- Developed, pitched, produced, and edited daily segments and occasional features for the USA TODAY video franchise

WTFX Fox 29, Philadelphia, PA**Senior Web Producer**

May 2010 — August 2016

- Managed team of 3 web producers responsible for ad sales content, copywriting copy for reporter stories, and producing special sections including news, advertising, style, interface design and update