



Grant Gannon

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Objective

To use my experience in social media, analytics and search engine optimization and marketing to grow an organization's online marketing efforts.

Online Experience

Interactive Marketing Coordinator

NorthShore University HealthSystem, northshore.org — *October 2008 - Present*

- Launched and maintain organization's social media presence on Facebook, Twitter, YouTube, LinkedIn and Wikipedia
- Manage SEM and SEO campaigns with consulting firm
- Serve as content editor for 15 clinical service areas
- Schedule and moderate online physician chats
- Film and produce video for use on company site and YouTube
- Produced comprehensive research report of user behavior that served as a guide for site design overhaul

Senior Producer

al.com — *January 2008 - October 2008*

- Managed most popular section of Web site that generates 55mm page views a month from 890,000 unique visitors.
- Implemented ongoing SEO improvements to newspaper copy for use online.
- Planned and executed coverage plan for six sports championships that include live video, scoring, photos and blogging.
- Directed staff of two producers and one intern.
- Panelist on sports journalism and the Internet at ASWA Conference.

Publisher

Land Report.com — *January 2007 - October 2007, March 2008 - June 2009*

- Organized and initiated both launch and relaunch of magazine Web site.
- Planned and manage daily content goals.
- Served as contact for all technical and design implementations for the site.
- Managed staff of contributing writers, freelancers and interns.
- Aggregated daily news from 200+ sources across the country.
- Produced webcasts of celebrity magazine interviews.
- Arranged user-generated content.

Publisher

RebelSports.net / Rivals.com — *April 2002 - December 2006*

- Directed operations for 2,500-subscriber web site.
- Increased yearly revenues from \$24,000 to \$300,000.
- Initiated content direction for football, basketball, baseball and high school recruiting.
- Moderated message board with 10,000 registered users.
- Coordinated, developed, and implemented creative and innovative public relations and marketing strategies to develop and increase subscriber base.
- Produced an average of 50 new pieces of content per month, including features, game stories, and analysis.
- Hosted two weekly radio shows and weekly TV show about Ole Miss athletics.
- Logged more than 250 radio and TV appearances on media outlets across the region as an expert on Ole Miss athletics.

Skills

Social Networking: Facebook, LinkedIn
Blogging: Wordpress, Blogger, MovableType, Twitter, Plurk
CMS: Joomla!, Oxcyon, Proprietary Rivals.com CMS, Ektron
Multimedia: Photography, Videography, Podcasting, Screencasting
Code: HTML, CSS (Expanding knowledge of both)

Education

University of Mississippi, BBA Marketing Communications 2004, Oxford, Mississippi