

Jason R. Latham

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PROFESSIONAL SUMMARY

Marketing and communications professional specializing in content strategy, brand storytelling, and social media management. Applies exceptional writing talents and journalism background to research, planning, and content creation. Solid record of success leading digital content teams, and, in a freelance role, managed social media campaign that raised more than \$115K for a company's crowdfunding project.

PROFESSIONAL EXPERIENCE

Content Manager

March 2015 – June 2016

BRIDGEPOINT EDUCATION, San Diego, CA

Member of Marketing Creative Team; Oversaw multiple websites and produced all content including: social media, brand journalism, digital advertising, video production, direct mail, and email communications for Ashford University and University of the Rockies.

- Conceived content strategy for brand journalism website with a focus on lead generation and student engagement.
- Recruited and led team of Wordpress site contributors writing about lifestyle, technology, career, and education topics.
- Created social content and monthly calendars utilizing the Sprinklr platform, with a focus on connecting to the community, problem solving, and promoting university programs and student services.

These strategies increased 2015 Facebook referrals 257 percent year-over-year, while increased blog production resulted in a 121 percent spike in organic traffic during the same period.

Executive Producer

April 2014 - Oct. 2014

KIRO-TV, COX MEDIA GROUP, Seattle, WA

Oversaw all facets of weekday news gathering, increased the visibility of KIRO's social, promotional, and live elements in nightly newscast during a period of tremendous customer growth on the station's Facebook platform.

Assistant News Director

May 2012 - April 2014

KVVU-TV, MEREDITH CORPORATION, Henderson, NV

Expanded KVVU's digital and broadcast footprint while leading a news team tasked with creating eight hours of daily programming. Oversaw the launch of a new weekday 30-minute newscast and a redesign of the 4.5-hour morning newscast. Launched new mobile and tablet application.

Digital Content Manager

July 2011 - May 2012

Implemented newsroom digital media best practices and trained personnel in Associated Press writing style. Hired additional content producers to increase output and social media engagement. Oversaw website redesign and transition from Internet Broadcasting platform to WorldNow content management system. Increased KVVU Facebook likes to 100K.

Web Managing Editor

March 2009 - July 2011

INTERNET BROADCASTING, Henderson, NV

Increased KVVU's online story and video content with an emphasis on original reporting. Launched newsroom social media accounts; developed strategies for publishing and community management.

PROFICIENCIES

Chartbeat	OpenText	Sprinklr CMS	WorldNow CMS
ComScore	Percolate CMS	Storify	YouTube Creator
Google Analytics	Photoshop	Tweetdeck	Studio
Hootsuite (Certified Dec. 2014)	ProWorkflow	Volicon	
	Slack	Wordpress	

EDUCATION

ASHFORD UNIVERSITY
Master of Business Administration
Partial Completion

NEW YORK STATE UNIVERSITY, Oswego, NY
B.A., Communications/Broadcast Journalism, 1999

HUBSPOT MARKETING
Inbound Marketing Certificate, July 2016

MEDIABISTRO
Digital Marketing Certificate, February 2016

SYRACUSE UNIVERSITY
Advanced Social Media Strategy Certificate, October 2015

HOOTSUITE MEDIA INC.
Hootsuite Certification, December 2014

ACHIEVEMENTS

VENGANZA MEDIA INC. – February 2015
Contributing behind the scenes for an independent podcasting company, I created a public relations and social media campaign for the company's first Kickstarter publishing project. Campaign successfully raised more than \$115K in 30 days, exceeding \$40k goal.