



RYAN GORCEY

◆ Writer ◆ Editor ◆ Storyteller ◆ Omni-Channel Multimedia Communicator

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CONTACT

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EDUCATION

University
of California
Berkeley



Bachelor of the Arts
English, *High Honors*
3.617 GPA

Class of 2008

- ◆ AEP Executive Board
- ◆ *The Daily Californian*, Sports Editor
- ◆ *Berkeley Jewish Journal*, Editor

HARD SKILLS

- ◆ Written & Oral Communication
- ◆ Editing / Proofreading
- ◆ Op-Ed Writing
- ◆ Working on Deadline
- ◆ Media Relations
- ◆ Public Relations
- ◆ Graphic Design
(Adobe InDesign, Adobe Photoshop, Adobe Illustrator)
- ◆ Stakeholder Engagement
- ◆ Presentation Skills
- ◆ Social Media Posts / Platforms
- ◆ WordPress, Custom CMSs
- ◆ Press Releases
- ◆ E-Mail Marketing Campaigns



SOFT SKILLS

- ◆ Relationship Building
- ◆ Versatility & Adaptability
- ◆ Growth Mindset
- ◆ Cross-Functional Collaboration
- ◆ Editorial Judgement
- ◆ Strong Multi-Tasker
- ◆ Solution-Oriented Problem Solving
- ◆ Active Listening
- ◆ Project Management
- ◆ Team Player

Objective

Newsroom veteran with 10+ years as writer/editor/publisher in print and online journalism, as well as creative team management and public relations experience at mission-driven nonprofit, seeking opportunities to develop meaningful, compelling content with an emphasis on human interest. Versatile and creative communicator who specializes in crafting engaging narratives that evoke emotion and action. Expert at translating abstract concepts into coherent and impactful messaging.

Recent Experience



Director of Communications / Coordinator of Content & Special Projects

Jan. 2022 - Oct. 2023

Stephen Wise Temple & Schools (layoff/position eliminated)

- ◆ Led creative team of 3 cross-functional, multi-disciplinary team members in shaping and executing internal and external strategic communications and directed publicity for mission-driven nonprofit, crafting press releases, institutional messaging, e-mail campaigns, social and marketing copy.
- ◆ Created multi-channel segmented marketing plans for diverse audiences, producing and maintaining OOH advertising, web copy, social media, web ads, e-mail campaigns, and printed collateral to support organizational goals.
- ◆ Drove data-driven multimedia and multi-channel marketing and communication plans to engage segmented audiences, increasing in-person attendance at two tentpole events by 99% and 50%.
- ◆ Successfully grew website users by 23.8%, new users by 23.1% and web sessions by 10.1% in 17 months by implementing content marketing strategy focused on centering personal narratives. By combining multimedia skills in graphic design and photography with narrative-focused content to produce compelling and dynamic social media posts, increased social media followers by 27.7% in 21 months.
- ◆ Built relationships with niche and mainstream journalists based on mutual trust and respect, shaping public-facing narrative and successfully pitching multiple featured media placements.
- ◆ Transitioned to content- and publicity-focused role in June 2023 to better leverage unique skill set.



Digital Content Specialist

Dec. 2019 - Jan. 2022

Freelance

- ◆ Researched, pitched, and published long-form features on communities and education for Bay Area News Group and Southern California News Group, placing two features on A1 during pandemic for *Los Angeles Daily News*.
- ◆ Established web copy conventions, wrote content templates, and drafted investor pitch deck for startup music/event ticketing disruptor LuvSeats.
- ◆ Ideated, composed and published SEO-focused legal help articles for bilingual attorney service, producing 60 pieces of content per month.



Sports Editor

April 2018 - Dec. 2019

San Francisco Examiner (layoff/position eliminated)

- ◆ Expanded coverage by owning daily responsibilities for local colleges, preps and four pro beats (NBA, NFL, two MLB teams), setting editorial calendar, assigning stories to staff of 10, developing writers, editing up to 45 stories per week and crafting enterprise content.
- ◆ Increased social media engagement by 10x across multiple platforms.
- ◆ Leveraged audience analytics to inform coverage & content plans, collaborating with staff of 15.
- ◆ Increased organization-wide page views by introducing and leading department-wide adoption of search engine optimization best practices.

Awards

- ◆ [2019 Finalist, California News Publishers Association: Sports Feature, Daily Newspapers](#)
- ◆ [2020 and 2019 First-Place from San Francisco Press Club: Profile - Daily Newspapers](#)
- ◆ [2020 Second-Place from San Francisco Press Club: Profile - Daily Newspapers](#)
- ◆ [2020 and 2019 First-Place from San Francisco Press Club: Sports Column - Daily Newspapers](#)



Publisher / National Writer

Dec. 2012 - April 2018

Scout.com (FOX Sports) / 247Sports (CBSi)

- ◆ Produced unprecedented output of over 60 pieces of multimedia content per month covering college athletics and Major League Baseball for digital media outlet.
- ◆ Enhanced and grew vibrant online community through online and in-person engagement, growing paid subscriptions by over 170%.
- ◆ Hosted, booked, edited and produced more than 100 weekly podcast episodes.
- ◆ Established social media presence, created a Facebook page with 5,000+ followers.

Awards

- ◆ [2018 Third-Place from San Francisco Press Club: Sports Feature - Digital](#)

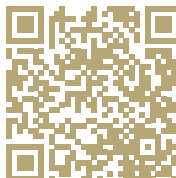
Work Samples



[Nonprofit Communications:](#)
Content, Graphics Community
Features & E-mail Campaigns



[Enterprise:](#)
Putting a human face on the
news through intimate profiles



[Multimedia:](#)
Audiovisual storytelling, graphic
design & photography



[Sports Journalism:](#)
Long-form features from
career in sports journalism