



CHASE SNIDER

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PROFILE

Self-motivated digital entrepreneur with a passion to lead and find collaborative-based solutions.

EXPERIENCE

DIGITAL CONTENT PRODUCER, SCRIPPS MEDIA — 2013 - PRESENT

Monitor the web and social media to find content that can be curated and published across all 4 station websites (KTTS, KSPW, KSGF, & KRVI). Produce organic content, both onsite and from the newsroom, during breaking news, community events and concerts. This content includes story summaries, media galleries, curated videos, audio from our stations and other interactive content to best engage our audiences and drive traffic to our sites. Train other members of 50 person team on best practices and industry trends. Hold direct responsibility for content quality and timelessness across four market-leading sites and several micro-sites. Develop content strategy for multiple mobile apps, each with a distinct target audience. Work as a member of the Springfield Operations digital team to develop and implement new digital products across our platforms. Provide additional content as time allows to the Scripps National Team for distribution across more than 100 platforms.

INTERN, SPRINGFIELD METROPOLITAN BAR ASSOCIATION MEDIA — 2012-2014

Update and maintain industry standard website for 1000+ members and the public by uploading data, pictures and maintaining accurate accounting for member profiles/events. Answer calls for the Lawyer Referral Service and determine the best attorney to refer them to. Assist in updating social media outlets such as e-mail blast, Facebook, Twitter, etc. Setup and assist at member events and board meetings. Data entry of internal member information into databases. Create flyers, letters, and documents for members, clients, and donors. Other duties as assigned by the Executive Director.

OWNER, CHASER MEDIA — 2011-PRESENT

Local entrepreneur using background in social media and web design to offer a quality product exceeding customers expectations at a reasonable price. Develop skills in running a sole proprietor business and managing day to day aspects of a company.

NEWS ANCHOR/REPORTER KTTS NEWS, JOURNAL BROADCAST GROUP — 2012 - SEPTEMBER 2013

Develop and produce breaking news, sports, feature and other content for the KTTS newsroom. Anchor and produce KTTS Need To Know News for both KTTS and KSGF. Produce and break stories on KTTS.com as an industry leader in online news. Be an active member of the KTTS Storm Team to provide life saving information to Journal Broadcast listeners across four stations.

NATIONAL SOCIAL MEDIA COORDINATOR, MISTER CAR WASH — 2011-2012

Coordinate with the corporate team in Arizona to bring the fastest growing car wash company in the United States a social media solution for over 75 locations. Continue to implement and manage a developing pay-per-click campaign through Google AdWords. Test and report on in-market campaigns as requested. Participate as a member of the administrative team in the Springfield market to engage at community events.

FREELANCE REPORTER, KY3 SPORTS — 2011

Independently work to produce work for NBC affiliate on a deadline. Covered high school football through social media, written stories, and sports action photography around the southwest Missouri area.

DIRECTOR OF NEW MEDIA, ORMAN LLC — 2010-2011

Create website from organic state, implement and develop SEO improvement. Produce professional company photos using DSLR equipment. Recommend and establish social media presence to increase brand awareness and engage customers in special events.

EDUCATION

Drury University, Springfield, Missouri - Business Management and Marketing, 2016

Pre Law Undergraduate School, University of Arkansas School of Law, Fayetteville, Arkansas - 2012

Kickapoo High School, Honors Diploma, Springfield, Missouri - 2011

AWARDS

Journal Broadcast Group - Guiding Principles Award in Excellence - 2012

Journal Broadcast Group - Guiding Principles Award in Excellence - 2014

Southwest Missouri Leadership Conference - Outstanding Leader of the Ozarks - 2010

COMMUNITY ACTIVITIES

Lost and Found Grief Center - Memorial Balloon Release Executive Committee - 2012-2015

Keynote Speaker - Society of Professional Journalist Regional Conference - 2015

Alternative Spring Break Service Project - Drury University - March 2012

Youth Empowerment Board - Founding member of the Springfield high school Board of Directors - 2009-2012

SKILLS

Website development and content management

Apple and Windows technical background

Social media management and strategy

WordPress development and basic PHP experience

DSLR photography with experience in news, sports, and politics.

Adobe Photoshop CC, Bridge, InDesign

Multi-Regional Pay-Per-Click Campaigns

Microsoft Office and Apple iWork

Digital brand development

Journalism coverage, AP style