

CS

CHASE SNIDER

CONTACT



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HIGHLIGHTS

- ✓ Technical product R&D
- ✓ Product lifecycle management
- ✓ Agile/Scrum methodologies
- ✓ Website development and content management
- ✓ Digital brand development
- ✓ Social media management and growth strategy
- ✓ Radio & digital promotional planning and execution
- ✓ Multi-Region PPC branding campaigns
- ✓ Digital analytics measurement and strategy
- ✓ WordPress development and basic PHP experience
- ✓ Adobe Photoshop CC, Bridge, InDesign
- ✓ SMART goal development
- ✓ P/L oversight and annual budgeting
- ✓ Strong communication and interpersonal skills
- ✓ Leadership and managerial abilities
- ✓ Problem-solving orientation
- ✓ Analytical thinking
- ✓ Networking and relationship building
- ✓ Perseverance and results-driven
- ✓ The ability to work in a team and independently



PROFESSIONAL SUMMARY

“ *Passionate, value-drive Digital Director with over 8 years digital experience proficient at leading cross-functional teams to plan, build and drive product development from conception through launch. Adept leader currently in a senior leadership role overseeing both budget and market-level teams while maintaining focus on the bottom line; Blend technology skills with extensive Agile/Scrum experience, marketing orientation and analytical abilities to evolve product strategy. Prioritize and manage multiple projects within specifications and budget restrictions.* ”



PROFESSIONAL EXPERIENCE

CENTRAL DIGITAL LEADER

2016 - PRESENT

RADIO DIVISION, SCRIPPS MEDIA

- Oversee day-to-day corporate digital initiatives as well as the strategy for Scripps Radio long-term digital goals
- Support and develop unified digital business strategy among 34 market-leading Radio stations across the United States to drive audience growth and revenue results
- Work with local staffs to plan and execute strong digital content to be promoted on air
- Partner with Engineering, UX, Project Management and QA teams to oversee platform development and rollout.
- Manage in-market digital staff across 34 stations including scheduling, annual performance reviews and setting objectives
- Oversee a wide range of strategies from the evolution of our consumer-facing websites and the local streaming experience across multiple platforms including Amazon Alexa and our national strategy for world-class events like the CMA Awards
- Deliver ownership of the digital P&L across the division as well as participate with our C-level leadership team in making long-term strategic decisions
- Partner with broadcast leadership and outside vendors to build sustainable digital business that provides value to audiences and clients

DIGITAL DIRECTOR

2015 - 2016

KMTV, SCRIPPS MEDIA

- Designed and implemented Scripps Media digital strategies within budget requirements
- Led the development and build the roadmap for overall digital strategy on both television and radio
- Utilized analytic processes to ensure all digital initiatives are measurably optimized and meeting objectives
- Drove new businesses to achieve digital revenue targets for the first time
- Served as a liaison for digital efforts across both the CBS-affiliate and five market-leading radio stations
- Set specific digital objectives, monitored progress, oversaw digital projects and ensure web best practices are met
- Ensured smooth operation for all digital tools and applications (e.g. website, blogs and social media)
- Trained internal teams to use digital technologies and collaborated with teams to ensure brand consistency

DIGITAL CONTENT PRODUCER

2013 - 2015

SCRIPPS MEDIA

- Reported to the Digital Content Manager; produced content daily across the media websites and social media channels

EDUCATION

BUSINESS MANAGEMENT AND MARKETING | 2018

Drury University, Springfield, Missouri -

PRE-LAW UNDERGRADUATE CERTIFICATE

University of Arkansas School of Law, Fayetteville, Arkansas | 2012

HONORS DIPLOMA

Kickapoo High School, Springfield, Missouri | 2011

AWARDS

ACM AWARD

Station of the Year | Small Market | KTTS

CMA AWARD

Station of the Year | Small Market | KTTS

NAB CRYSTAL AWARD

KTTS | 2015

NATIONAL EDWARD R. MURROW

Best Newscast (Small market, KTTS) | 2015

MISSOURI BROADCASTER ASSOCIATION

First Place, Team Coverage (KTTS) | 2015

MISSOURI BROADCASTER ASSOCIATION

First Place, Sports (KTTS) | 2014

MISSOURI BROADCASTER ASSOCIATION

First Place, Spot News (KTTS) | 2014

MISSOURI BROADCASTER ASSOCIATION

First Place, Sports (KTTS) | 2013

MISSOURI BROADCASTER ASSOCIATION

First Place, Team Coverage (KTTS) | 2013

JOURNAL BROADCAST GROUP

Guiding Principles Award in Excellence | 2014

JOURNAL BROADCAST GROUP

Guiding Principles Award in Excellence | 2012

REFERENCES

Available upon request

- Managed day-to-day content uploading in a variety of content management systems
- Aided "internal clients" in their adoption and use of CMS and scheduling tools
- Produced written promotional strategies and implanted digital revenue partnerships
- Ensured accuracy of program schedule information online
- Developed, created and deployed branding across all digital platforms
- Produced organic content, both onsite and from the newsroom, during breaking news, community events and concerts

NEWS ANCHOR/REPORTER

2012 - 2013

KTTS NEWS, SCRIPPS MEDIA

- Presented news stories and introduced reporters' videotaped and live reports
- Developed and produced breaking news, sports, feature and other content for the KTTS newsroom
- Anchored and produced KTTS Need To Know News for both KTTS and KSGF
- Produced and break stories on KTTS.com as an industry leader in online news
- Active member of the KTTS Storm Team to provide life saving information to Journal Broadcast listeners across four stations

NATIONAL SOCIAL MEDIA COORDINATOR

2011 - 2012

MISTER CAR WASH

- Monitored national social media accounts and responded to comments (where necessary) and directed messages in a timely, professional and friendly manner
- Coordinated 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
- Continued to implement and manage a developing pay-per-click campaign through Google AdWords
- Tested and reported on in-market campaigns as requested
- Participated as a member of the administrative team in the Springfield market to engage at community events

DIRECTOR OF NEW MEDIA

2010 - 2011

ORMAN LLC

- Created website from organic state
- Implemented and developed SEO improvement
- Produced professional company photos using DSLR equipment
- Recommended and established social media presence to increase brand awareness and engage customers in special events



COMMUNITY ACTIVITIES

WALK/RUN STRATEGIC COMMITTEE

2015 - Present

ST. JUDE CHILDREN'S RESEARCH HOSPITAL WALK

YOUNG AMBASSADORS BOARD

2016 - Present

LOST AND FOUND GRIEF CENTER

MEMORIAL BALLOON RELEASE EXECUTIVE COMMITTEE

2012-2015, 2018

LOST AND FOUND GRIEF CENTER

KEYNOTE SPEAKER

2015

SOCIETY OF PROFESSIONAL JOURNALIST REGIONAL CONFERENCE