

DJ DUNSON

Reporter, Editor, Content Producer

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🌐 https://www.clippings.me/cerebralsportex 📍 New York, NY

EXPERIENCE

NEWS DESK EDITOR-WRITER

2024 - Present

ClutchPoints/Fansided

Remote

- Identifying and assigning topics across multiple sports
- Establishing domain authority through SEO techniques
- Editing Written Content
- Instructing writers
- Communicating ideas for art with graphic designers
- Utilizing Google Trends
- Producing daily content covering Pittsburgh Steelers and Milwaukee Bucks
- Writing, editing quickly during live game windows on news desk
- Content and line editing

REPORTER

02/2022 - 03/2024

Deadspin

New York

- Contribute daily analysis and demonstrated expertise by contextualizing topics related to the intersection of politics, the NBA, NFL and college sports in reporting for national platform
- research and archival digging
- Generated witty, but relevant headlines and subheads
- Remained ahead of trends and discussing the confluence of sports, entertainment and politics
- Generating/planning evergreen content
- Conducted interviews with athletes and celebrities
- Wrote, produced and hosted weekly 'Agree to Disagree' and 'Keep it a Buck (et)' series episodes
- Blended relevant pop culture, political and sports themes into features
- Spearheaded NCAA Tournament, led NBA coverage.
- Ideated around creation of social-first ideas and tactics in partnership with video, production for all video content.

BRANDED CONTENT

05/2018 - 01/2021

Newscred

Remote

- Pitched, researched, published monthly UFC and pay-per-view boxing previews (for example: the Canelo Alvarez vs. Gennady Golovkin rematch)
- instructed clients on editorial strategy
- Tracked and reported status of each piece of content in production
- Creating daily or weekly content for events
- Developed content ideas to support marketing. Evergreen content, funnel content, email marketing, SEO blogs, etc.,
- Conducted research and pitched editorial stories on NBA free agency, LeBron James and the 2018 World Cup
- Communicate with other departments to develop stories, strategize coverage, and spearhead new ways to attract loyal readers.

SKILLS

LexisNexis · Chartbeat · Airtable ·

Google Trends · Trello · AI tools ·

Content Management Systems

STRENGTHS

💎 Reporting

- Contextualizing sports analytics
- Agile response to breaking news
- Hosting
- Podcasting/Radio
- Video content
- Daily ideation
- Feature writing
- Public record searches
- Infographics

💎 EDITING

- Strategic Editorial Strategies
- Editorial Planning
- Research
- Directing content producers
- Audience Development
- Search Engine Optimization

EXPERIENCE

Blogger/Reporter

01/2017 - 05/2018

Yahoo Sports

New York

- Contribute daily analysis that demonstrated expertise
- Published daily NBA features, in addition to breaking news desk for a wide range of sports that pushed the conversation forward
- Communicated with editors on coverage plans
- Wrote 4-6 pieces daily

CONTRIBUTING WRITER

Remote

Complex, Bleacher Report, VICE Sports,

- Freelance reporting on figures in sports and entertainment realm
- Researching, crafting incisive questions, interviewing subjects such as then-Cal basketball head coach Cuonzo Martin, Chicago Bears quarterback Jay Cutler, NBA Draft pick RJ Hunter, among others.
- Pitching researched NFL, NBA, college hoops and college basketball stories weekly to *Complex*

Writer/Editor

09/2012 - 02/2015

The Shadow League

New York

- Managed editorial workflow
- During March Madness, MLB and NBA playoffs, I was one of lead writers responsible for NBA and led World Cup coverage playoff coverage, and coordinated coverage for College Football Preview summer series
- Wrote weekly Any Given Saturday series sponsored by Home Depot
- Made regular radio appearances
- Blogged college football, NBA, NFL, college basketball, pop culture and monitored the site on weekends
- Responsible for generating questions for Cover 3 on Sunday nights, published on Monday mornings with contributions from NFL writers
- Editing content for Rob Parker, Bomani Jones, and other contributors

Contributing Writers Editor

05/2012 - 01/2013

International Business Times

New York

- Former editor of SportsNet, a sports network launched in 2012 comprised of global contributors
- Developed site, recruited writers, wrote features, columns and contributed analysis, generating story ideas for international contributors.
- Set a clear editorial calendar:
- Edited original content for quality and clarity
- **Was responsible for initiatives that expanded the sports blog section from its embryonic stages with fewer than 1,000 daily unique visitors to 16,000 unique daily visitors by September 2012**

Staff Writer

12/2011 - 05/2012

SB Nation

New York

- Wrote features and news stories about New York-based professional and collegiate sports including MLB, NBA, NFL as well as college sports

EDUCATION

Georgia State

2012

Communications