

# DJ DUNSON

Reporter, Editor, Content Producer

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## EXPERIENCE

### NEWS DESK EDITOR-WRITER

08/2024 - 07/2025

FanSided

Remote

- Identified and assigned topics across multiple sports.
- Established domain authority through SEO techniques.
- Edited written content.
- Instructed writers.
- Communicated ideas for art with graphic designers.
- Utilized Google Trends.
- Produced daily content covering Pittsburgh Steelers and Milwaukee Bucks.
- Wrote and edited quickly during live game windows on news desk.
- Performed content and line editing.

### STAFF REPORTER

02/2022 - 03/2024

Deadspin

New York, United States

- Contributed daily analysis and demonstrated expertise by contextualizing topics related to the intersection of politics, the NBA, NFL, and college sports in reporting for a national platform.
- Conducted research and archival digging.
- Generated witty but relevant headlines and subheads.
- Remained ahead of trends and discussed the confluence of sports, entertainment, and politics.
- Generated and planned 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 coverage and led NBA coverage.
- Ideated around creation of social-first ideas and tactics in partnership with video and production teams for all video content.

### BRANDED CONTENT

05/2018 - 01/2021

Newscred

Remote

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

### Digital Content Producer

01/2017 - 05/2018

Yahoo Sports

New York, United States

- Contributed 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 stories daily on trending news as part of Quick Strike Team.

### 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.

## SKILLS

LexisNexis • Chartbeat • Airtable •

Google Trends • Trello • AI tools •

Content Management Systems

## STRENGTHS

### 💎 Reporting

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

### 💎 Editing

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

## EDUCATION

### B.A. in Journalism, Minor in Journalism

Georgia State University

08/2010 - 12/2011

### undergrad

University of Georgia

08/2007 - 08/2009

## EXPERIENCE

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### Writer/Editor

09/2012 - 02/2015

#### [The Shadow League](#)

New York, United States

- Managed editorial workflow.
- During March Madness, MLB and NBA playoffs, I was one of the lead writers responsible for NBA and led World Cup coverage playoff coverage, and coordinated coverage for College Football Preview summer series.
- Wrote the weekly Any Given Saturday series sponsored by Home Depot.
- Made regular radio appearances.
- Blogged about 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.
- Edited content for Rob Parker, Bomani Jones, and other contributors.

### Contributing Writers Editor

05/2012 - 02/2013

#### [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 and coordinated 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.

### Writer

12/2011 - 05/2012

#### [SB Nation](#)

New York

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