

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

Writer/Editor	09/2012 - 02/2015
The Shadow League	New York, United States
<ul style="list-style-type: none">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
<ul style="list-style-type: none">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
<ul style="list-style-type: none">Published features and news stories about New York-based professional and collegiate sports including MLB, NBA, NFL as well as college sports	