

Greg Peters

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Summary

I am a writer and editor who works across a variety of platforms, ranging from print to Web to blogs to marketing. I have proven communications and organizations skills that would benefit your company.

Social Media

Twitter · LinkedIn · Facebook · Google+ · Wordpress · YouTube · Skype
Klout · Firefox · Google Chrome · Internet Explorer · Groupon · Foursquare

Technical Skills

*Mac and PC fluent · MS Word · Excel · PowerPoint · Outlook · Google Documents
QuarkXpress · Adobe PhotoShop CS/Elements · Google Analytics · Omniture
Newsbeat · Adobe Acrobat · Internet Broadcasting Systems CMS · I-News · AP
ENPS · McClatchy Workbench CMS · CCI prepress · HTML*

Experience

04/2012 – present

4029TV.com, Website News Editor

- Manage daily operations for 4029tv.com in Fort Smith
- Participate on station's Facebook and Twitter teams
- Drive viewership using Newsbeat data
- Produced 30-day high in website traffic
- Build informational graphics using PhotoShop
- Edit, write and produce packages using IBP1 CMS

04/2012 – present

Hearst National Hub, Freelance Editor

- Update content for 26 Hearst TV websites nationwide

03/2012

KITV.com, Website Editor

- Manage daily operations for KITV.com in Hawaii
- Recorded 30-day high for viewer traffic
- Drive viewership using Newsbeat data

01/2012-04/2012

WXII12-TV, Website News Editor

- Edited and wrote stories for WXII12-TV in Winston-Salem
- Translated broadcast scripts into AP Style
- Drove viewership using Newsbeat data
- Generated story ideas
- Built informational graphics using PhotoShop

09/2011 – 1/2012

Hearst TV, Website News Editor

- Wrote and edited news stories for 26 Hearst station websites using AP Style
- Edited broadcast scripts into AP Style
- Created news and feature packages for use by Hearst sites nationwide
- Researched and created slideshows to enhance viewer traffic
- Tracked website traffic data using NewsBeat analytics

09/2011 – 10/2011

KMBC.com, Website News Editor

- Wrote and edited news scripts from multiple shows for online use
- Wrote stories from first-hand reporting and news releases
- Used Hearst VideoPrep to edit videos to combine with story packages

05/2009 – 06/2011

KCTV5.com, Website News Editor

- Helped site have its top two months with 8 million and 7.5 million clicks
- Wrote and edited daily news stories from multiple news shows for online
- Integrated mobile phone video and still photos to increase timeliness
- Introduced new content features to help build viewership
- Created online video and text packages using IB CMS system software
- Used Chart Beat data to track user trends

01/2009 – 03/2009

Kansascity.com, Online Producer

- Grew online gallery clicks five-fold to more than 5 million a month
- Employed Omniture data and Google Analytics to help chart best placement, timing and content for gallery creation

10/2002 – 12/2008

The Kansas City Star, Photo Assignments Editor

- Served as a liaison between the Business and Photography desks
- Managed day-to-day and long-term operations for 14 staff photographers
- Coordinated complete photo coverage for all news departments
- Served as Johnson County courts media liaison
- Created online photo galleries using McClatchy Workbench CMS tools

Education

University of Missouri - Columbia

M.A. in Journalism (summa cum laude)

Fort Hays State University

B.A. in Communications (magna cum laude)

Awards/Honors

- Wrote one of the first books on digital photography and darkrooms, 1991
- Pulitzer Prize nomination for coverage of Confederate Flag removal from the South Carolina capital building
- Contributing writer and photographer for the book "Boonville."
- Smithsonian exhibit: "Game Face," contributing photographer
- 2002 Best of Photojournalism. First place editing, 9/11 front page; First place editing, Sports Page
- 2009 KBA Best Television News website
- McClatchy President's Award for implementing multimedia
- 1999 Staff of the Year, South Carolina Press Photographers Association
- NPPA Editing Quarterly Clip Contest, sixth in 2000, seventh in 2001 (best among all Knight Ridder newspapers)
- 2000 Society of Newspaper Design gold medal for Page One and Award of Excellence for Feature page editing

Recommendations

"Greg is a fast, accurate writer who exceeded the standards for online journalism excellence at KMBC-TV and KMBC.com. I'd highly recommend him for a similar position for any media company."

-- **Brian Foster**, *Digital Media Manager, Hearst Television - KMBC-TV*

"Greg is a problem solver. He finds ways around obstacles to get the job done, putting in the time necessary to succeed. He approaches workflow changes with an open mind and can adapt to new requirements. He's someone you want on your team -- a source of creative ideas, accurate and conscientious."

-- **Steve Cope**, *Manager, Content & Site Operations - Internet Broadcasting System*