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| **Greg Peters**  **Education**  University of Missouri – Columbia  M.A. in Journalism (summa cum laude)  Fort Hays State University  B.A. in Communications (magna cum laude)  913-384-0686  gregpeters.gp@gmail.com  6728 Granada Road | Prairie Village, KS 66208  Portfolio: <http://gregpeters2012.weebly.com/> LinkedIn: www.linkedin.com/in/gregpeterskc Twitter: @gpkc |

I’m an award-winning writer, editor and website content producer, who works across platforms from print to Web to social media. I am a proven click producer using online metrics and social media to drive page views.

**Awards/**

**Honors**

* Pulitzer Prize nomination: Coverage of Confederate Flag controversy in South Carolina
* Best of Photojournalism: 1st place, editing**,** 9/11Front Page; Sports Page
* Best Television News Website: Kansas Broadcasters Association, KCTV5.com, 2009
* McClatchy President’s Award: Implementing multimedia at The Kansas City Star
* Society of Newspaper Design: gold medal, Page One; Award of Excellence: Feature Page editing, 2000
* Photo Director: Staff of the Year, SCPPA, The State newspaper, 1999
* National Photo Editing Clip Contest, 6th place in 2000, 7th in 2001 (top Knight-Ridder newspaper)
* Region IV Director: National Press Photographers Association
* Contributing writer and photographer: “Booneville,” a historic Missouri river town book
* Smithsonian Institution: “Game Face” exhibit, contributing photographer
* Author: “The Electronics Cookbook: A Guide To Digital Photography”

**Work**

**History**

**University of Kansas Medical Center,** Communications Coordinator

* Managed internal and external communications for the School of Health Professions
* Social media coordinator for nine departments in the School of Health Professions
* Increased Facebook reach 500 percent and likes by 50 percent in four months
* Wrote, edited and photographed content for use in print and online
* Coordinated media pitches and story coverage for TV, print and online

**Family Features,** Social Media Manager

* Managed Facebook, Twitter, Pinterest and Google-Plus accounts for LiveGoDo.com & Culinary.net

**Hearst National Hub,** News Editor

* Wrote, edited and produced stories, polls, galleries, videos and photos for 26 Hearst TV stations
* Edited broadcast scripts into AP Style for online use
* Wrote stories from first-hand reporting and news releases
* Used Hearst VideoPrep to edit videos for use with story packages

**4029TV.com,** Website News Editor

* Managed daily operations for the No.1 news website in NW Arkansas
* Grew 40/29’s Facebook reach 3-fold
* Achieved 30-day page-view traffic high
* Surpassed station’s 2012 mobile page-view goal by May
* Doubled normal page views during coverage of the Bobby Petrino scandal
* Launched the website’s new design; mentored the station’s new Digital Media Manager
* Increased viewership using Newsbeat data

**KITV.com,** Website News Editor

* Managed daily operations for KITV.com in Hawaii
* Achieved 30-day high for website page-view traffic

**WXII12-TV**, Website News Editor

* Managed daily operations for WXII.com
* Achieved 30-day page-view high

**KMBC.com,** Website News Editor

* Edited broadcast scripts into AP Style for online use
* Wrote stories from first-hand reporting and news releases
* Used Hearst VideoPrep to edit videos for use with story packages

**KCTV5.com,** Website News Editor

* Guided site to its top two months with 8 million and 7.5 million page views
* Introduced new content features
* Created online video and text packages using IBP1 CMS

**Kansascity.com,** Online Content Producer

* Grew online gallery page views engagement 5-fold to more than 5 million monthly
  + - Employed Omniture data and Google Analytics to help chart best placement, timing and content for gallery creation

**The Kansas City Star,** Photo Assignments Editor

* Managed daily and long-term operations for 14 staff photographers
* Liaison between Photo and all news desks
* Johnson County courts media liaison
* Created online photo galleries using McClatchy Workbench CMS tools

**Technical**

**Skills**

Mac and PC · MS Office · Google Documents · Adobe Creative Suite · Google Analytics Omniture · Newsbeat · Internet Broadcasting Systems IBP1/IBP2 · I-News AP ENPS McClatchy Workbench CMS · CCI prepress · HTML · QuarkXpress · PhotoShop

**Social**

**Media**

Twitter · Facebook · LinkedIn · Google+ · Wordpress · Blogger · YouTube · Weebly · Wildfire

**Recommendations**

“Greg's work was exemplary and while Greg was handling the daily duties we regularly saw significant traffic growth. There were several breaking news events that occurred during this time, and Greg's writing style allowed for strong, traffic-grabbing headlines, that surfaced high in organic searches. Greg also helped the station migrate to our new website design and publishing platform. In fact, he helped get our permanent web editor up to speed during the process allowing her to hit the ground running as Greg's assignment was completed. All in all, if you work with or hire Greg, I trust you'll have an outstanding experience. My only regret is that I couldn't convince Greg to move here and work for us permanently.”

-- **Brian Sather***, General Manager*

*KHBS/KHOG-TV*

“Greg's passion for winning the big story online was perfect during our coverage of the Bobby Petrino scandal. Greg found ways to drive more traffic to our website through social media and interesting content. Greg is also very conscientious, always asking what he can do to help us win -- with enthusiasm!”

-- **Dawn Dugle***, News Director*

*KHBS/KHOG-TV*

“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*

**Recommendations**

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