

GUS MARTIN

Philadelphia, PA ♦ 856-296-3897

gusm321@gmail.com ♦ Portfolio: bygusmartin.wixsite.com/website

EDUCATION

University of Maryland

Philip Merrill College of Journalism

Bachelor of Arts, Multi-Platform Journalism

May 2020

JOURNALISM EXPERIENCE

The Des Moines Register

Des Moines, Iowa

Digital Producer II, Content Creator

January 2024 - Present

- Increased sports search traffic by 4M referrals YoY via SEO, analytics and visual optimization
- Created, edited and programmed sports photo galleries and vertical videos, driving audience engagement
- Produced daily trending and live coverage content on Iowa, Iowa State, Drake and Northern Iowa Athletics
- Implemented AI tools to generate press conference, interview and podcast clips for YouTube, TikTok, Instagram and Facebook
- Designed social graphics and promos using Canva

The Star Press

Muncie, Ind.

Ball State Athletics Reporter, High School Sports Editor

December 2022 - January 2024

- Directed coverage of Ball State Athletics and high school sports, editing and publishing daily stories across digital platforms
- Rebuilt community sports presence by managing freelance reporters and photographers and improving audience engagement
- Integrated social storytelling efforts with strong multimedia and trend-based coverage strategies
- Produced evergreen visuals highlighting athletes, rivalries and sports culture

Sports Reporter, Photographer

October 2021 - December 2022

- Led sports coverage of 16 high schools through socially-optimized stories and personally-shot pictures/video, expanding our subscription base and garnering over 500,000 pageviews
- Became area's leader in breaking news, game coverage, highlight videos/photographs and feature content
- Assisted with Ball State Athletics coverage, specifically football, men's basketball and baseball

Palladium-Item

Richmond, Ind.

Sports and Education Reporter, Photographer

November 2020 - October 2021

- Managed and produced all content for sports and education sections, writing digitally-focused enterprise, feature, preview, award, breaking news and trend stories daily packaged with personally-shot pictures/video
- Grew site traffic by 350K+ pageviews through audience-first content planning and exclusive coverage
- Created unique feature galleries and locally sourced photo content

USA Today

McLean, Va.

Sports Team Intern

January 2020 - May 2020

- Curated photo galleries, data and breaking/trendings news stories on NCAA, NBA, NFL and MLB events
- Authored a top-performing XFL feature that earned 400K+ pageviews across the USA TODAY Network

SPECIALIZED SKILLS

- **Visual & Multimedia:** Canva, Wochit, Adobe Premiere, Audition, WordPress, Presto, True Anthem
- **AI & Analytics:** Google Analytics, Parse.ly, Conductor, OPUS, Stringr, Copilot
- **Social Platforms:** TikTok, Instagram, YouTube, Facebook, X/Twitter
- **Technical:** HTML5, CSS, SEO Optimization
- **Creative Focus:** Gallery Curation, Vertical Video Editing, Live Blogs, Sports Photography