

GARRETT DOWNING

(614) 506-8386

www.garrettdowning.com

gdowning14@gmail.com

EXPERIENCE

Baltimore Ravens: Digital Media Staff Writer Nov. 2011 – Present

Write and produce daily news and feature content for organization's digital platforms

- Helped usher in a period of significant digital advancement, as our audience has grown in total digital page views, unique visitors, mobile visits, mobile app downloads, video views and news article views in my time with the organization
- Communicate messaging to the fan base from the ownership, front-office personnel and members of the coaching staff
- Conduct regular interviews with players, coaches and front-office executives to provide fan base with exclusive inside access to the team
- Travel with team to road games and events like the NFL Draft, Scouting Combine and Pro Bowl to report on news across the country

Manage daily content posting and develop special-project concepts

- Collaborate with digital staff to develop content budget on a weekly and annual basis
- Control overall look of website and mobile app on a day-to-day basis
- Create content for team's official social media platforms
- Worked with Head Coach John Harbaugh to write essay on the importance of football at youth levels, which became a national news story
- Produced photo-essay series "Team Behind the Team" that gave viewers a look inside the organization with unprecedented access
- Launched "The Lounge" podcast, which takes listeners inside team headquarters for unique interviews and conversations about the Ravens.

Work as team's main on-air reporter/ host for all digital content

- Developed concept for daily video segment the "Final Drive," where I recap the news in an engaging, light-hearted fashion. This segment has been a tremendous success, topping 1.3 million video views in the first season
- On-air analyst for weekly 30-minute television show Ravens Unscripted
- Host live pre-game broadcast from the field before every game

WEWS-TV: New Media Producer June 2010-Oct. 2011 Cleveland, OH

- Wrote, edited, produced and built content for news organization's website
- Developed and managed social media strategies to increase traffic and engagement
- Worked in daily on-air role to report on web content, sports stories and trending topics
- Partnered with local high schools to provide content for Friday night football show

WOUB TV & Radio: Reporter/Producer/Editor Sept. 2006-2010 Athens, OH

- Anchored and produced sports segments for live nightly news broadcast
- Hosted 30 episodes of Emmy Award-winning weekly live half-hour program showcasing high school football in Southeast Ohio and West Virginia

Washington Post Jan. 2008-March 2008 Washington, D.C.

- Worked as multimedia journalist to write articles and produce videos on deadline
- Built databases for local community guides, and updated interactive content

Las Vegas Sun Jan. 2009-March 2009 Las Vegas, NV

- Reported on-air for local sporting events by writing, shooting and producing content

Columbus Dispatch**Dec. 2007, Dec. 2008****Columbus, OH**

- Reported on general news in Columbus area by pitching and writing stories

Athens News**Sept. 2006-June 2010****Athens, OH**

- Wrote articles and worked as web-editor to update website with fresh content

AWARDS & HONORS

- Ohio Society of Professional Journalists: First place, Best Broadcast Website (2011)
- Ohio Associated Press Broadcasters Assoc.: First place, Best News Website (2011)
- Fifth place nationally for Hearst Awards Feature Story, co-producer (2010)
- NATAS Ohio Valley Student Production Emmy for Gridiron Glory (2007)

SKILLS

Proficient in basic HTML code, NFL's content management system, digital video editing, audio editing, videography, social media management, mobile app management, Photoshop editing

EDUCATION

Ohio University, 2006-2010

Bachelors of Science in Journalism

E.W. Scripps School of Journalism

Minor: Economics, Specialization: Sport Management