

ALLAN BRETTMAN

Portland, OR

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CREATIVE CONTENT SPECIALIST

Proven storyteller creating compelling stories that engage readers and expand audience engagement

Detail-focused journalist with creative edge recognized for developing, honing and delivering inventive, quality content, strengthening brand and engaging diverse audiences. Manage competing priorities, projects, and deadlines to craft impactful content for digital platforms, social media, and interactive postings, connecting with broad audiences with 1000's of page views monthly. Expertise in marketing news, features, and information to internal and external constituents, distilling complex data and conducting in-depth interviews.

Communications Strategy | Content Creation | Project Management
Journalism | Photography | Videography | Social Media | Business Intelligence
Copy Editing | Blogging | Sports Business | Copy Writing

PROFESSIONAL EXPERIENCE

OREGONIAN MEDIA GROUP, Portland, OR

Breaking News Reporter

2016 – 2018

Served as part of core team of primary rapid response reporters dispatched to breaking news to quickly absorb information and post clear, comprehensive stories to oregonlive.com. Researched and wrote monthly in-depth, enterprise stories on a wide variety of topics.

- Averaged more than 100K page views per month and exceeded 2017 goal of page views by nearly 300%.
- Gained audience and social media share by embracing new technology and producing photo and video packages.
- Engaged with more than 4K verifiable Twitter followers by creating compelling content to keep viewers informed and connected through story links, photos, and videos.
- Adhered to industry best practices through in-depth fact gathering, analysis, interviewing, and writing with precision and flair.

Community News Reporter

2014 – 2015

Worked as sole reporter, photographer, and videographer in Oregon's second most populous county. Researched and reported on key public affairs issues facing the county, including school redistricting, community growth, and rural versus urban strains. Researched / analyzed complex data and utilized a wide range of storytelling techniques to draft content for targeted audiences.

- Managed demanding and high-pressured daily deadlines working independently to draft stories and capture photos / videos for a geography previously supported by 20 reporters.

Business News Reporter

2008 – 2014

Promoted to establish first-ever sports business beat to track Oregon's athletic and outdoor products cluster (one of the state's most visible industries) and deliver behind-the-scenes news of Oregon's professional sports teams and other for-profit athletic endeavors.

OREGONIAN MEDIA GROUP (Continued)

- Reported first on industry-trending news, including apparel players Nike, Adidas, Columbia Sportswear, Under Armour and others by developing personal sources and monitoring mainstream media and social platforms.
- Introduced revolutionary new perspective for readers by researching and writing sports business features and hard news stories, tracking broad trends and daily events.
- Launched first social media presence and grew audience base by creating informative daily content for Twitter, Facebook, Instagram, Google Plus, and the OregonLive.com footwear and apparel blog.

Community News Reporter**2000 – 2007**

Researched trending news, conducting in-depth interviews, and delivered community news articles. Followed industry best practices and corporate guidelines.

- Captured a new audience in a nontraditional market, developing and maintaining business, government and community news sources in Clark County, Washington, one of the news organization's largest readership geographies.

ADDITIONAL EXPERIENCE**WASHINGTON STATE UNIVERSITY**, Vancouver, WA**Adjunct Instructor**, Journalism & Technical Writing**THE DAILY NEWS**, Longview, WA**Reporter & News Editor****THE COMMERCIAL APPEAL**, Memphis, TN**Reporter****EDUCATION****Bachelor of Science (BS)**, Journalism, University of Illinois at Urbana-Champaign

Fellow, Wharton Seminars for Business Journalists, University of Pennsylvania, Philadelphia

Fellow, Donald W. Reynolds National Center for Business Journalism, Arizona State University, Phoenix

Fellow, National Association of Science Writers, Baltimore | Student, American Press Institute, Reston, VA