

SCOTTCARROLL

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EXPERIENCE

KATV Channel 7 News | Little Rock, Ark.

Digital Content Manager

Feb. 2019 - present

- Led company to record-breaking growth on all digital platforms in first two years, results achieved by expanding content, transforming the style and presentation of existing content, and using analytics to identify trends and make strategy adjustments
- Increased website page views by 53% and grew users by 62% to 14.5 million
- Increased Facebook interactions by 159%, Twitter engagement by 122% and Instagram interactions by 365%; first in our market on all platforms
- Increased news app views by 41% and grew users by 38% to 92,000
- Increased weather app views by 85% and grew users by 52% to 175,000
- Raised company-wide awareness of digital initiatives and goals by hosting training sessions and publishing guides and performance reports
- Improved reporter newswriting and reduced copy mistakes by installing a review process for daily web stories
- Created and assigned digital content including interactive graphics and livestreams, collaborating with broadcast colleagues to ensure cross-platform news coverage
- Wrote and assigned stories ranging from briefs to long-term investigative projects

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Digital Content Producer

Nov. 2017 - Feb. 2019

- Wrote and produced a longform examination of a mass shooting at a Little Rock nightclub, a piece for the web and TV that used secret police files to reveal mistakes in the response to and investigation of the crime
- Developed an hour-long, award-winning documentary on medical marijuana in Arkansas and led digital production of the piece

Arkansas Democrat-Gazette | Little Rock, Ark.

Reporter

Dec. 2013 - Oct. 2017

- Revealed that a police chief had a criminal history in another state, which led to litigation and a state Supreme Court decision to remove him from his post
- Analyzed reports obtained through the Freedom of Information Act to show that Little Rock police chases often began over minor offenses and ended in crashes, after which police changed policies to limit chases
- Built database of Little Rock police Taser deployments that revealed widespread misuse of the weapon and raised questions about its effectiveness
- Uncovered that the state's largest jail had taken away an inmate's inhaler the day before she suffered a fatal asthma attack, which led to policy changes

Previous positions

- Reporter, the Panama City News Herald, Panama City, Fla.
- Reporter and Web Content Producer, The Commercial Appeal, Memphis, Tenn.
- Freelance Reporter, The Irish Daily Mirror and the Irish Independent, Ireland

AWARDS & RECOGNITION

1st place, team, Best News Special, 2019 Mid-America Regional Emmy Awards

1st place, Best News Story, 2018 Arkansas Press Association Awards

3rd place, Spot News, 2018 Green Eyeshade Awards

3rd place, Deadline Reporting, 2018 APME Arkansas Awards

1st place, Disaster Reporting, 2015 Green Eyeshade Awards

SKILLS

Producing and managing social media content through Facebook, Instagram, Twitter and CrowdTangle

Developing and executing strategies to grow digital audiences using Google Analytics

Producing multimedia content with Adobe Creative Suite, Apple iMovie, Audacity and more

Knowledge and use of open records laws, AP style, SEO and drone flight procedures

Writing and editing for audiences across multiple platforms

EDUCATION

The University of Memphis | May 2012

B.A. in Internet Journalism

Editor-in-Chief of The Daily Helmsman, the school's independent daily student newspaper