

# Sean Ridgeley

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## WORK EXPERIENCE

### CONTENT EDITOR | SCREENRANT.COM (VALNET, INC.) | JANUARY 2025 – APRIL 2025

- Responsible for the development and execution of coverage plans and communications of said plans to senior management and creative team.
- Ensured calculated coverage based on data analysis with tools such as PubInsights and Emaki for maximum returns.
- Served as liaison between senior management and staff writers and freelancers, communicating necessary messaging on deadlines, coverage focus, and critical feedback.
- Effectively mentored writers of all experience levels, maximizing their capabilities and motivation.
- Developed, wrote copy, and line edited a variety of media content for various intended audiences.
- Employed SEO optimization where appropriate, increasing ranking and traffic wherever possible.
- Regularly participated in relevant senior meetings and strategic planning, including project specific teams.
- Using the Discord communication program, I efficiently directed daily coverage across multiple verticals, including rapid decision making on critical matters.
- Used Asana, Wordpress, and Emaki software and content management systems and to edit, produce, and schedule content daily.

### ASSOCIATE EDITOR | PROGAMEGUIDES.COM (GAMURS GROUP) | JULY 2023 – NOVEMBER 2024

- Led the strategic direction of the editorial team and overall strategic direction for online content.
- Responsible for the development and execution of coverage plans and communications of said plans to senior management and creative team.
- Ensured calculated coverage based on data analysis with tools such as LightDash, Chartbeat, and Google Analytics for maximum returns.
- Served as liaison between senior management and staff writers and freelancers, communicating necessary messaging on deadlines, coverage focus, and critical feedback.
- Effectively mentored writers of all experience levels, maximizing their capabilities and motivation.
- Using Slack and Microsoft 365 software, efficiently directed daily coverage across multiple verticals, including rapid decision making on critical matters.
- Led social media management on Facebook and reddit, directly leading to major traffic increases.

- Developed, wrote copy, and line edited a variety of content, including news, reviews, features, and social media for various intended audiences.
- Employed SEO optimization where appropriate, increasing ranking and traffic wherever possible.
- Delineated work load to a team of writers with 30 members daily.
- Communicated with industry public relations (PR) for timely coverage and the search engine optimization (SEO) team for quality copy.
- Participated as head of the editorial team in relevant senior meetings and strategic planning, including project specific teams.
- Used Wordpress and Trello software to edit, produce, and schedule content daily.

#### **SENIOR WRITER | NEOSEEKER.COM (NEO ERA MEDIA, INC.) | FEBRUARY 2017 - JULY 2023**

- Responsible for producing and editing in-depth media content.
- Content efforts resulted in majorly increased traffic and Google rankings that could compete with top websites.
- Responsible for attending regular meetings for the purpose of maintaining standards and vision, and working with other writers to produce high-quality content.
- Led social media management on reddit, Twitter, and enthusiast forums, directly leading to major traffic increases.
- Consistently organized timely coverage via mutual cooperation with public relations professionals.
- Collaborated with writers and technical staff using the Discord communication program to produce unique content regularly, sometimes converting Microsoft 365 content to our content management system (CMS).
- Used our CMS to edit, produce, and schedule content daily.

#### **NEWS WRITER | TWEAKTOWN.COM | SEPTEMBER 2015 – FEBRUARY 2017**

- Responsible for producing technology news for the web and promoting it on social media on a daily basis.
- Put expert-level writing and editing skills in action with a wide variety of materials against rapid deadlines.
- Conducted extensive research to ensure in-depth, accurate coverage.
- Used our content management system (CMS) to edit, produce, and schedule content daily.

#### **FEATURES WRITER | GEFORCE.COM (NVIDIA CORPORATION) | MARCH 2013 – OCTOBER 2014**

- Wrote and produced technical marketing content for various media projects. Collaborated with my editor and co-worker to produce top-quality content with strong reception.
- Conducted various technical media procedures for the benefit of informing readers.

- Performed extensive image editing and followed layout guidelines to ensure best presentation.

#### **SENIOR EDITOR | NEOSEEKER.COM (NEO ERA MEDIA, INC.) | APRIL 2008 – AUGUST 2012**

- Spearheaded news, blogs, previews, and reviews departments, resulting in increased community engagement, boosted traffic, and collaborations with industry PR.
- Managed, hired, and trained writers to maintain excellent work standard and achieve a cohesive vision.
- Produced and edited video content and led social media promotion on a daily basis.
- Used our custom content management system (CMS) to edit, produce, and schedule content daily.
- In charge of leading weekly staff meetings and working with other staff and external hires to oversee website design.

#### **FREELANCE REPORTER | AUGUST 2006 – MARCH 2008**

- Reported on arts and entertainment topics as well as global and local news for various magazines, newspapers, and websites, including The Telegram, The Independent, The Express, and my own blog.
- Conducted interviews with sources across multiple disciplines and walks of life, including teachers, musicians, martial artists, playwrights, models, and more.

#### **EDUCATION**

##### **JOURNALISM DIPLOMA | 2006 | COLLEGE OF THE NORTH ATLANTIC**

- Graduated with a Diploma in journalism after studying writing techniques, broadcasting, television, and more for two years. Print-specific studies included pitching story ideas and producing content for a college newspaper.
- Completed internship with CFSX Radio, where I queued music, advertising, and programming, and conducted breaks.
- Completed internship with Atlantic Catering, where I planned, shot, and edited a promotional video depicting the organization's role and effect in schools across the province.

#### **REFERENCES**

- Available upon request.