




Craig Shoup

Clarksville, TN 
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Award-winning journalist turned content marketing specialist dedicated to telling stories, finding the truth and building strong relationships in the community.

Skills

- Source development
 - Social Media branding
 - Multi-media storytelling
 - Online Metrics & Analytics
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Experience

NOVEMBER 2025 - PRESENT

Content Marketing Specialist/ Divergent Digital (Franklin, TN)

- Leveraging AI tools and writing skills to develop SEO-driven medical blog posts in multiple fields, including drug and alcohol addiction, family therapy, autism and nursing home care.

SEPTEMBER 2022 - November 2025

Reporter/ The Tennessean (Nashville)

- Breaking news reporter for metropolitan paper covering day-to-day news as it happens while writing long-form enterprise stories requiring research and working with multiple sources.

OCTOBER 2021 - SEPTEMBER 2022

Reporter/ The Leaf-Chronicle (Clarksville)

- Provided comprehensive coverage of school district, Fort Campbell military installation and investigations, and in-depth stories on members of the community.
- Wrote multi-part series on making it in the Middle Tennessee music scene.

AUGUST 2014 - OCTOBER 2021

Reporter / Fremont News-Messenger and Port Clinton News Herald

Responsibilities:

- Worked in fast pace environment covering breaking news, cops and courts, feature writing and sports stories.
 - Utilized metrics to provide readers with stories they want and used social media skills through Twitter and Facebook to share digital stories to obtain more readership.
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Education

AUGUST 2005 - MAY 2009

Bachelor of Arts in Broadcast Communications / Bowling Green State University, Bowling Green, Ohio

AUGUST 2002 - JUNE 2005

Associates Degree Digital Media Technology / North Central State College, Mansfield, Ohio

Awards

2020: Winner of three third place awards and one second place award at the annual Associated Press Media Editor contest in Ohio.

2019: Winner of eight Associated Press Media Editor awards in Division 1, including three first place, two second place and three third place awards.

2018: Four second place awards in Associated Press Media Editors Division 1.

2017: Third place in Associate Press Media Editors Division 1 for breaking news.

2015 Third place in Associated Press Media Editors Division 1 for investigative reporting.

2014: Associated Press Media Editors second place for public service.

2014: Associated Press Media Editors third place for investigative reporting.

Notable Projects

Host of weekly film, TV and streaming podcast with Akron Beacon Journal film critic George Thomas

References

Daniel Carson

Chris Pugh

Kristina Smith

journalist

419-559-7140

Trending News Reporter

330-705-5956

Marketing/communications coordinator

419-215-4227