

BLAKE BUNCH

San Diego, CA 92107 | 843-568-9536 | blakebunch@gmail.com
blakebunch.journoportfolio.com

TARGET: MANAGING EDITOR/SENIOR COPYWRITER

BRAND AWARENESS & MANAGEMENT | DIGITAL CONTENT STRATEGY | CONTENT PLANNING | PEOPLE MANAGEMENT
EMERGING TRENDS | MESSAGING STRATEGIES | CREATIVE COLLABORATION | ANALYTICS & MEASUREMENT

A team-oriented leader with strong editorial judgment and a proven brand/content leadership track record. Strong experience managing editorial staff to produce relevant, quality content using the highest journalism and production values standards. Passion for storytelling, lifting and shaping stories. Extensive remote individual stakeholder experience and creative collaboration to drive brand awareness initiatives, the website traffic and editorial operations.

Highlighted Skills & Key Profile Offerings:

- ▶ Demonstrates an endless appetite for content creation with impeccable attention to detail and a digital-first mindset.
- ▶ Proven excellence in editing, proofreading, interviewing, feature writing and content development.
- ▶ An enthusiasm for testing and learning with a creative exploration of new protocols and sharing stories in all forms.
- ▶ Extensive knowledge of industry-specific trends and insights from a wide-ranging list of industries and their sub-verticals with the willingness to conquer the learning curve. Stays up to date on industry-related and regulatory updates.
- ▶ Strong understanding of cultural diversity -- differing needs, perspectives and nuances of audiences.
- ▶ Collaboration and leadership skills; able to convene, work with and lead cross-functional teams (as well as operate independently)—familiarity and comfort with translating audience research into the right set of activations for reach.
- ▶ Experience interacting with clients, presenting ideas and communicating strategies clearly and efficiently. Strong conceptual skills and proven ability to organize complex information and create thoughtful planning solutions.
- ▶ Technical Proficiency in Microsoft Office Suite, Adobe InDesign, WordPress/CMS and Google AdWords.

PROFESSIONAL EXPERIENCE

GATHER VACATIONS | SAN DIEGO, CA (CONTRACT/REMOTE)
CONTENT MANAGER

APRIL TO JULY 2022

Worked with SVP of Marketing to develop editorial calendars, oversee production of printed collateral and manage the growth of company expansion to the mainland US.

- Oversaw all social media content (publishing cadences, etc.) and aligned with paid campaigns.
- Kept abreast of industry news and utilized competitive research tools to ensure content quality/relevance.
- Re-designed proprietary brand elements and web pages, ensuring that all materials aligned with brand goals.
- Coordinated individual and cross-department revenue-based projects.
- Completed three-month contract in preparation for the Hawaii-based brand's West Coast expansion.

SAN DIEGO GAS & ELECTRIC (SDG&E) | SAN DIEGO, CA (REMOTE)
DIGITAL CONTENT SPECIALIST

SEPTEMBER 2020 TO MARCH 2022

Functioned as Lead Website Publisher and Digital Content Specialist providing creative and engaging writing/content development with an ability to write with a brand voice (in AP Style).

BLAKE BUNCH

(SDG&E *Continued*) Demonstrated ability to stay abreast of emerging digital, social media and website trends and technologies and appropriately incorporate them into SDG&E marketing programs.

- Spearheaded all social media/website content management and data archive management.
- Developed and execute a digital content strategy and roadmap to support SDG&E's programs and events.
- Utilized social media management platforms to schedule and manage content calendars across all social media platforms.
- Collaborated with Marketing/Communications Team to develop, update and maintain website content using content management systems.

101 NETWORK | SAN DIEGO, CA
BUSINESS MANAGER & MANAGING EDITOR

APRIL 2019 TO MARCH 2020

Served in multi-faceted business operations and creative role in optimizing content production processes for History 101 and Vacation 101 websites. Emphasis on editing and publishing paid media/organic articles.

- Catapulted Facebook following to 310K, while being responsible for \$880K profit and generating 55.7M sessions for History 101.
- Recruited, on-boarded and managed freelance writers for all company sites.
- Performed a variety of critical functions, including ad-spend allocation, revenue tracking and data analytics.
- *COVID-19 led to the closure of the 101 Network.*

LA JOLLA VILLAGE NEWS | SAN DIEGO, CA
EDITOR

NOVEMBER 2016 TO FEBRUARY 2019

Directed, designed and published all editions of the *La Jolla Village News* (a bi-weekly community newspaper).

- Recognized for first prize in the "Breaking News, Fine Arts" category at the 2017 San Diego Press Club Awards.
- Wrote, edited and photographed at least three feature articles for this bi-weekly publication.
- Led a team of in-house and freelance writers. Sourced content from public relations agents, government and public safety officials, citizen groups, etc.
- Published articles to sdnews.com (proprietary CMS) and social media channels.

EDUCATION & PROFESSIONAL DEVELOPMENT

Bachelor of Arts Degree, Political Science, College of Charleston (2010)

FEMA Emergency Communications Digital Responder (2021)