

# Coleman G. Hamstead

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## MEDIA EXPERIENCE:

**Guides Writer** | Remote | December 2019 - Present

*GGRecon*

- Write in-depth guides on popular titles such as Fortnite, Apex Legends, and Call of Duty
- Coordinate with the Guides Editor weekly to optimize and enhance the guides content strategy
- Consistently use SEO tactics and methods to produce the best possible ranking in search engines

**Product Description Writer** | Remote | July 2021 - September 2021

*RTBShopper*

- Crafted complete, professional, customized, and non-copied descriptions at a rate of up to 20 unique descriptions an hour
- Interpreted and translated complex information into accessible content that's simple and to the point
- Ensured consistency within the client's brand voice and standards

**Esports Journalist** | Remote | November 2019 - July 2020

*ESTNN*

- Covered breaking news and updates regarding Fortnite, Apex Legends, and Call of Duty
- Wrote feature articles on original topics relevant to the esports industry
- Used ESTNN's extensive contact list to secure interviews and cultivate relationships with the top players, coaches, and teams in the esports industry

**Sports Journalism Intern** | Baltimore, MD | January 2017 - May 2017

*Community College of Baltimore County Athletics*

- Covered Men's and Women's Basketball, Men's and Women's Lacrosse, Baseball, and Softball for all three CCBC campuses
- Wrote feature stories and game recaps in AP style for the CCBC athletics websites which average 100,000 viewers a month
- Interviewed coaches and players pre/postgame
- Consistently met tight deadlines by finishing game recap articles before the due date\

## PUBLICATIONS:

**The Washington Post** | February 2020

*'Nobody talks about it because everyone is on it': Adderall presents esports with an enigma*

- Published in the Launcher Vertical and featured in the Sports, Business, Tech, and Investigations sections
- Generated over 3,000 shares on social media and over 30 million impressions on Twitter
- Featured on the *Esports 30* podcast and the *Esports Talk* news channel

## EDUCATION:

**Towson University** | Towson, MD | May 2017

Bachelor of Science: Sport Management

Minor: Business Administration

## RELEVANT COURSEWORK:

**Strategic Sport Communication** | Towson University | January 2017 - May 2017

- Created and hosted an audio podcast featuring a guest speaker
- Developed a social media marketing plan using Facebook posts and a unique POV

**Sport Marketing** | Towson University | January 2017 - May 2017

- Developed an integrated marketing campaign involving Esports/VR and the Baltimore Ravens
- Pitched my final marketing plan directly to members of the Baltimore Ravens Marketing Department
- Chosen by the Baltimore Ravens Marketing Department as the "winner" for best IMC