

# Michael L. Grillo

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Entrepreneur and digital content professional with 8+ years experience in print and broadcast newsrooms. Intense focus on audience engagement. Proficient in social media, search engine optimization and analysis of web site traffic. Graduate-level education led to hands-on experience in print, digital and broadcast journalism.

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## EXPERIENCE

### MyMobileLyfe

ATLANTA, GA

#### Co-founder and co-owner

JAN. 2015 – PRESENT

- Responsible for most aspects of the business, including customer acquisition, project management, technology, marketing and analytics.
- Created original marketing and editorial content for the company and its clients.
- Managed freelance writers and designers to complete projects for the company and its clients.

### Penton Media

ATLANTA, GA

#### Engagement Director, Public Infrastructure Group

MAR. 2014 – JAN. 2015

- Created and optimized digital content for the Public Infrastructure Group's six trade publications.
- Developed best practices for content production; trained staff on SEO, video production, and more.
- Served as Analytics Lead for the group, providing insights on digital metrics to editorial, sales, and marketing staff; delivered weekly and monthly content performance reports.
- Maintained the group's social media channels, and communicated best practices to the staff.
- Helped foster ties between publications and groups' other properties (trade shows, data products).

### The Hartford Courant

HARTFORD, CT

#### Audience Development Manager

SEPT. 2013 – MAR. 2014

- Led the deployment of mobile news products for Courant.com, FoxCT.com, and CTNow.com.
- Used social media channels to drive traffic to our web sites and encourage audience engagement.
- Determined the strategic agenda for the newsroom's primary social media accounts.
- Monitored key metrics on the newsroom's web sites, mobile products, and social media channels.
- Trained Courant and Fox CT journalists on best practices for mobile and social media.

#### Home Page Editor

DEC. 2009 – SEPT. 2013

- Determined placement of articles and multimedia on the home page of Courant.com.
- Produced related content for featured articles and breaking news.
- Sent mobile, social, and email alerts for significant breaking news.
- Wrote headlines and breaking news for Courant.com and the Courant's social media channels.
- Enhanced home page and section fronts with interactive content.
- Developed a solution to enable article comments using Facebook, and introduced that solution to others inside Tribune Company.
- Compiled detailed digital metrics reports, projections and goals for the Courant and Fox CT.
- Assisted in multiple redesigns of Courant.com.

- Collaborated on an improved news budgeting system for print and digital platforms.

## **Online Producer / Audience Analyst**

MAR. 2008 – DEC. 2009

- Produced slideshows, live chats, special sections and other related items for Courant.com articles.
- Compiled metrics reports for the newsroom, sales department and Courant executives..
- Trained editors and reporters on web production and utilizing metrics in news coverage.

## **Grand Light**

NEW HAVEN, CT

### **Web Content Developer / Sales and Marketing**

JULY 2007 – MAR. 2008

- Updated content listings on web site, improved SEO on grandlight.com pages, assisted in sales, shipping and customer service.

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## **SKILLS**

- Worked with several web content management systems, including Wordpress and Drupal.
- Experience with social media, search engine optimization, mobile and responsive technology.
- Proficient in HTML/CSS, with functional knowledge of Javascript and jQuery.
- Extensive experience with web metrics tools, including Omniture, Google Analytics and Chartbeat.
- Advanced knowledge of Microsoft Excel; used spreadsheets to sort data and compile metrics reports.
- Experience with Adobe Photoshop and various video and audio production tools.

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## **OTHER MEDIA EXPERIENCE**

- News Content Intern for Boston.com.
- News Editor for The Justice, Brandeis University's student newspaper (Waltham, Mass.).
- Marketing and Promotions Intern for 99.1 WPLR (New Haven, Conn.).

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## **EDUCATION**

### **Quinnipiac University**

HAMDEN, CT

#### **Master of Science, Journalism**

AUG. 2007 – MAY 2009

- Improved journalism skills by writing articles and producing radio and television news packages.
- 3.83 cumulative GPA.

### **Brandeis University**

WALTHAM, MA

#### **Bachelor of Arts, American Studies**

JAN. 2004 – MAY 2007

- Minored in Journalism and Philosophy.
- Dean's List in Fall 2004 and 2005 semesters.