

Hunter O. Hewitt
DIGITAL MARKETING AFICIONADO

SKILLS

- Innovative & strategic B2B & B2C marketer: content, social, email, SEO, advertising, PR
- Talented writer, editor, speaker, communicator & listener (a lost art)
- Well-organized, personable leader & project manager with laser-sharp attention to detail
- Web-savvy #millennial: CMSs, HTML5/CSS, data & analytics, mobile-first design & UX
- Tech-savvy #millennial: Apple, Microsoft Office, Adobe Creative Suite, Final Cut & more
- Former Division 1 athlete with a team-first attitude & proven strong work ethic

EXPERIENCE

AT&T – Dallas, Texas

Digital Marketing Consultant (Agency: Ciberspring)

May 2016 – Present

- Provide B2B digital marketing consultancy services for AT&T Business Solutions
- Content manager for Networking Exchange, a content marketing Wordpress website
- Project management with developers, visual designers, UX designers & brand specialists
- Manage both yearly & monthly editorial calendars & asset calendars
- Manage publication workflow involving writers, editors, SEO team & legal counsel

ACTIVE.com – Dallas, Texas

Online Content Editor

June 2014 – May 2016

- Managed Fitness channel for B2C health & endurance sports event registration company
- Helped create & implement overall ACTIVE.com content marketing strategy in 2016
- Improved channel metrics: page views grew 50% YOY, decreased bounce rate & more
- Authored ~130 SEO-friendly articles; amassed total of more than 8 million page views
- Managed freelancers by seeking out talent & maintaining monthly budget spreadsheet
- Crafted social content for Facebook, Twitter & Instagram; combined 1M fans & followers
- Created and scheduled weekly Insider newsletter sent to more than 1.5M subscribers
- Initiated and managed partnerships with Runner's World, Men's Health, SELF & Greatist

CBSi Advanced Media – Carlsbad, Calif.

Content Producer

Dec. 2013 – June 2014

- Helped manage official college athletic sites owned by CBS College Sports Network
- Served as trouble contact for more than a dozen Big 10 and SEC schools
- Website creation & maintenance: HTML5/CSS, Photoshop, Aptana Studio & FileZilla FTP

San Francisco Chronicle – San Francisco, Calif.

Staff Writer

July 2013 – Nov. 2013

- University of California athletics beat reporter

AztecsForLife.com – San Diego, Calif.

Creator, Designer, Publisher

Aug. 2012 – June 2013

- Created SDSU football website using Wordpress, 50,000+ page views in Fall of 2012

EDUCATION

San Diego State University – San Diego, Calif.

B.A. – Journalism & Minor – Communication

- Member of SDSU Football Team
- SDSU Scholar-Athlete (4X), MW Conference All-Academic Team (1X), MWC Champion (1X)
- SDSU School of Journalism peer advisor/counselor
- Student-Athlete Advisory Committee (SAAC) board member
- Member of Society of Professional Journalists (SPJ) – San Diego State Chapter