

# SCOTT SPJUT

www.Scott101.com

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## JOURNALIST • EDITOR • COPYWRITER

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- More than five years of experience writing and editing, both print and digital copy
- Authored content for international news publications, top universities, and various corporations
- Established style guides and standards, directed contributor teams, guided social media initiatives
- Effectively blends the analytical with the creative; has diverse interests – mathematics and music, politics and puzzles, sports and cinema

### EXPERIENCE

#### **Writer, Corporate SEO Team – Professional Marketing International (2010 – 2011)**

Created content for websites and WordPress blogs, both internally and for clients

- Increased content production 20% by introducing and managing a guest posting initiative
- Eliminated 80% of negative entries on SERPs for targeted keywords and phrases within one year

#### **Producer – Liberty News Radio (2009 – 2010)**

Produced daily radio show, provided content ideas, coordinated on-air guests, and edited audio

- Excelled in high-stress environment to ensure a quality show was produced each day
- Trained all new hires and held them to a high standard of performance

#### **Writer/Editor – Meine & Associates (2009)**

Developed websites, marketing materials, and e-mail marketing program

- Established and managed social media accounts to increase online exposure
- Grew e-mail marketing list, website readership, and overall online presence

#### **Managing Editor – Leadership Excellence (2008 – 2009)**

Oversaw publication of three monthly magazines by managing contributors, reviewing article submissions, developing editorial calendars, and editing each issue

- Improved overall quality of magazines by publishing progressively better content each month
- Generated more than \$20,000 in online, advertising, and other revenue

### INTERNSHIPS/EDUCATION

#### **Newsweek – Intern Writer (2008)**

Selected by BYU faculty for prestigious internship; gathered content for most-read Perspectives page

- Part of Periscope section nominated for National Magazine Award

#### **Las Vegas Review-Journal – Intern Reporter (2008)**

Reported primarily for the cop beat by responding to breaking news, crimes, and fires

- Featured on 1B several times, as well as once on 1A

#### **Utah Valley State College – Intern Staff Writer (2007)**

Wrote news releases, articles, and scripts for alumni magazine, websites, and newsletters

- Edited and improved written communication from College Marketing and other departments
- Contributed to creative meetings for marketing campaigns and advertising ideas

#### **Brigham Young University – Bachelor of Arts in Communications**

- Received Edwin O. Haroldsen Award for Outstanding Magazine Journalism