

PATRICK BEESON

865-228-0493 » patrick@patrickbeeson.com

ABOUT

I'm a communication technologist specializing in web application development and content strategy. And I enjoy finding innovative ways to enable a more informed public.

SPECIALITIES

- » Community management and leveraging the social web
- » Writing and editing for print and web-based media
- » Effective blogging strategy for media and corporate entities
- » Website design and content-application development using HTML, CSS, DOM scripting and Django with an emphasis on usability, accessibility and search engine optimization (SEO)
- » Web analytics and its use in developing advertising strategy

WORK EXPERIENCE

CONTENT MANAGER

E W Scripps, February 2007–Present

Led content-related projects; served as the Scripps' Newspaper Consortium liaison for Yahoo! content initiatives; researched and advised on best practices in web-content strategy among Scripps' properties and competitors; and served as the in-house expert on Scripps' content management system.

ADJUNCT PROFESSOR

University of Tennessee School of Journalism and Electronic Media, October 2007–Present

[JEM 200 NEWSWRITING] Taught sophomore communications students how to be dynamic, multi-platform journalists. Emphasized writing for the media, photo journalism, audio editing, HTML and search engine optimization.

[JEM 422 MANAGING NEWS WEBSITES] Taught senior-level journalism students about the many responsibilities involved in managing a news website. Emphasized using a content management system, analytics, advertising, HTML and CSS, search engine optimization and social media.

[TENNESSEE JOURNALIST FACULTY ADVISOR] Advised students managing and producing content for the award-winning Tennessee Journalist news website (<http://tnjn.com>).

WEB STANDARDS DEVELOPER

The Roanoke Times and roanoke.com, October 2006–February 2007

Led optimization efforts for roanoke.com and niche websites using Web Standards for performance, accessibility and search engine optimization. Also maintained website infrastructure, and developed interactive tools to enhance the user experience and drive engagement.

ONLINE PRODUCTION EDITOR

The Roanoke Times and roanoke.com, May 2005–October 2006

Managed content needs for roanoke.com and niche websites; produced breaking stories, photo galleries, blogs, podcasts, audio slideshows and webcasts; developed special content packages; and led transition from table-based to CSS-based design of roanoke.com.

PATRICK BEESON (cont'd)

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NOTABLE PROJECTS

IPHONE NEWS APPLICATIONS:

Managed the effort to develop iPhone news applications for all Scripps newspapers. More than 6,000 apps have been downloaded since launch in early June.

CONTENT MANAGEMENT SYSTEM

LAUNCH: Managed the migration and launch of a Django-based CMS for all Scripps newspaper websites. This project included staff training and documentation.

YAHOO! APT LAUNCH: Managed the launch of Yahoo! APT ad-serving platform for Scripps newspaper websites, which allowed the newspapers to sell Yahoo! inventory. Trained staff on ad-tag usage and created documentation materials.

EXTERNAL PROFILE REGISTRATION

& SOCIAL AGGREGATION: Developed concept and worked with vendor JanRain to enable visitors to log in to Scripps' newspaper websites using their Facebook, Google, Twitter, Yahoo! and OpenID accounts. Also developed method of aggregating comments posted on Scripps websites to Facebook and Yahoo! profiles.

ROANOKE.COM BLOGS Implemented and developed blogs at The Roanoke Times. Trained reporters and editors to use the Movable Type CMS, and how to integrate blogging into their daily responsibilities.

WORK EXPERIENCE (cont'd)

GRADUATE ASSISTANT

University of Alabama Department of Journalism, August 2003–May 2005

Taught core journalism writing labs and the first new media course for the Department of Journalism. Also performed media law research, edited academic articles and served as faculty advisor/editor for datelinealabama.com, the student-run news website for the College of Communication and Information Sciences.

EDUCATION

UNIVERSITY OF ALABAMA

Master of Arts, Journalism, 2003–2005

Master's project focused on weblogs and journalism. It was published in three parts by SPJ's Quill Magazine (March 2005, April 2005 and August 2005).

Also wrote a chapter of "Media Bias: Finding It, Fixing It," published in 2007 by McFarland & Company and edited by Wm. David Sloan and Jenn Burleson MacKay.

APPALACHIAN STATE UNIVERSITY

Bachelor of Science, Public Relations, 1999–2002