**Summary**

* Exceptional and diverse writing/content creation and editing skills. Some links are included (below), but for more examples, visit my [Author Page at Ottawasun.com](http://www.ottawasun.com/author/don-wilcox)
* Deep knowledge of both digital and print communications strategies
* Hands-on with social media for content, marketing, brand promotion and trends
* Course creation and presentation skills honed in diverse settings; from college classes to seminars and for journalists and editors, to clinics for football officials
* Project and change management experience, from promotions and marketing to website migration and reorganizing staff work flows
* Extensive peer and client relationship-building experience in fast-paced environments
* Strong self-motivation, “editor’s eye” for detail, ability to multi-task and meet deadlines

**Skills**

|  |  |  |
| --- | --- | --- |
| Writing / Editing Multi-Tasking | Social MediaWorking to deadlines | Digital MultimediaContent Management |
| Photography/VideoLayout and Design | Attention to DetailTeaching/Mentoring | Marketing/PromoCool under pressure |
| Content Analytics | Aggressive self-starter | Customer Service |

**Employment Experience**

**Ottawasun.com –** Ottawa, Ontario **06/2005 to 01/2016**

**Senior Online Editor**

* Managed all editorial aspects of Ottawasun.com (homepages, content creation, etc)
* Championed early adoption of social media, taught newsroom skills and best practices
* As part of a small team of senior editors, helped guide Sun journalists to seven 2015 Ontario News Award nominations, despite severe staff cutbacks
* Implemented and taught real-time, live blog reporting skills via ScribbleLive and Storify
* Enhanced reader engagement via forums, surveys, polls, chats, e-blasts etc.
* Teamed with promotions, advertising staff on cross-platform, multimedia campaigns
* Experience with: Multiple CMS, Wordpress, Documentum, InDesign/InCopy, Jazbox, Chartbeat, Google Analytics, Disqus, MS Office, Photoshop, Brightcove, Final Cut Pro ...

**Algonquin College** – Ottawa, Ontario **09/2008 to 05/2015**

**Professor, Part-time**

* Created, taught and continually updated three courses in post-grad programs: Writing for the Web, New Media & Social Media, Writing for Mobile Devices
* Instructed courses via a unique pilot project which accommodated synchronous and asynchronous students, able to attend in-class or via remote log-in
* Regularly utilized instructional programs such as Blackboard and Canvas

**Ottawa Sun** – Ottawa, Ontario **10/2001 to 06/2005**

**Page One and Slot Editor**

* Supervised and directed editors and news staff in story selection and creation
* Designed and laid out Page One; determined story lineup for the newspaper, managed page design and layout, copy editing, photo selection and editing, graphics creation

**FYIOttawa.com** – Ottawa, Ontario **05/2000 to 09/2001**

**Director of Web Operations**

* Managed creation of entertainment, shopping, services and leisure content for a dynamic “city site” of directories and information (part of Sun Media/CANOE network)

**Ottawa Sun, Asst. Sports Editor**

* Helped lead all aspects of the Sun’s award-winning, 12-member Sports Department

**Barrie Examiner** – Barrie, Ontario

* Rose from Sports Writer to Sports Editor and then City Editor.

**Honours & Awards**

* Two-time Ottawa Sun “Editor of the Year”
* Ontario News Award Finalist: Breaking News (Bus/train Crash 2013, Wilno Murders 2015)
* Ontario News Award for Layout Excellence for the Ottawa Sun in 2004 (team award)
* Western Ontario News Award recipient for Spot News with the Barrie Examiner
* Thomson International Award of Excellence for feature writing with Barrie Examiner

**Education**

* Ontario Secondary Schools Graduation Diploma. Honours Student. (Was hired as a full-time journalist immediately after graduation, so I did not attend university)

**Community**

* Level IV CFOA Football Official. Former Eastern Ontario Training Officer. Level III Course Conductor, Evaluator. Have worked numerous national, Quebec, Ontario championships.
* Former minor baseball and hockey coach, each for approximately 10 years
* Active Member Outdoor Writers of Canada
* Founding member Kayak Anglers Association of the Outaouais

**Recent Samples**

* News Writing: [To catch a thief, Farhat Bakery style](http://www.ottawasun.com/2015/10/11/to-catch-a-thief-farhat-bakery-style)
* News Writing: [Huge boar shot dead east of Ottawa, turns out to be ‘pet’](http://www.ottawasun.com/2015/11/19/huge-wild-boar-shot-dead-east-of-ottawa)
* Magazine Writing: [Kayak Anglers Drift to Still Waters (Pg. 22-23); Where to take a kid fishing (Pg. 26-27)](https://www.joomag.com/magazine/2016-fish-hunt-ride-summer/0869801001469312689?short)
* Social Media - Storify: A day at the [Toronto Sportsmen’s Show](https://storify.com/donw_ottawa/toronto-sportsmen-s-show)
* Breaking News, Digital Content Packaging: [6 dead after Ottawa bus strikes Via Rail train](http://www.ottawasun.com/2013/09/18/bus-collides-with-via-train-in-ottawa)

**References**

I will be happy to supply references upon request.