

NATHAN HALL

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SUMMARY

Mobile editor, web producer and project manager, very proficient in mobile content, growing audience, creating brand awareness, writing compelling copy, html, css, PHP and javascript. Experienced with Wordpress and various other CMS programs, Photoshop, Dreamweaver, some Flash, Microsoft products, comfortable with both Windows and Mac.

EXPERIENCE

The Palm Beach Post - West Palm Beach, FL
Mobile Editor - August 2011 - present

January 2007
Present

- Project manager - Palm Beach Post for iPad app
- Helped to facilitate Palm Beach Post Weather+ app for iPad and iPhone
- Worked with advertising and marketing to ensure focused mobile strategy
- Worked with various app vendors to keep products running smoothly.
- Mobile content quality control to ensure stories from the web appear correctly online.

Palm Beach Daily News Web Producer - April 2010 - August 2011

- Ensured normal operations with quality control and error checking.
- Supervised content placement for stories, photos and more on the website.
- Cultivated a close relationship with advertising in order to meet their goals, including traffic analysis, marketing content and creation of informational materials.

Online Innovations Editor - January 2007 - April 2010

- Produced, created and designed web sites, blog aggregators, photo sharing sites and more to enhance user experience and increase page views.
- Managed digital media projects from conception to completion.
- Video Producer, Health Channel Producer, Web Producer.
- Generated marketing and advertising ideas, copy and design.
- Worked with multiple vendors to finish projects on tight deadlines, including:
 - [Legacy](#) a nation wide obituaries vendor.
 - [Mycapture](#) a photo sharing service.
 - [Associated Press](#) the world renowned news agency.

CherryOne Web Design - Chicago, IL
Search Engine Optimization Specialist

October 2006
December 2006

- Used techniques such as link sharing, metatags, (including alt and title tags) and content optimization to achieve better search engine results for web sites.
- Optimized search engine results and mapped sites for popular search engines such as Google and Yahoo.
- Created marketing/content optimization copy.

The Palm Beach Post - West Palm Beach, FL
Online Traffic Coordinator

January 2006
September 2006

- Extensive knowledge of DoubleClick (Dart) ad trafficking software, placement and monitoring of traffic to ensure ad delivery based on advertiser's contracts.
- Regular use of an internal project management system to organize and update projects being worked on.
- Extensive knowledge of Omniture's SiteCatalyst software to track web traffic patterns and trends.
- Worked under numerous deadlines, able to troubleshoot problems as they arose.
- Coordinated workflow between the online content team and the advertising sales team.
- Overhauled ad targeting and tags on the entire family of Palm Beach Newspapers web sites.

University of Wisconsin-Milwaukee

Bachelor of Arts in Journalism and Mass Communication

Courses taken included:

- Specialized Reporting- Documentary
- Independent Study-Documentary
- Publication Design
- Specialized Reporting- Internet Journalism