

# Michael Straw

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## SUMMARY

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Veteran journalist with 15 years of professional experience covering various industries, including gaming, PC hardware, NHL, NFL, and Professional Wrestling. Excelling team management, editing, content strategy, relationship building, and reporting skills.

## PROFESSIONAL EXPERIENCE

November 2022 – PRESENT

**Senior Editor**, Insider Gaming (Insider-Gaming.com) | February 2024 - Present

- Responsible for the daily coverage of the gaming industry, including exclusive news pieces
- Research story topics for exclusive features
- Create website content strategies to increase site traffic and outreach
- Lead Insider Gaming weekly newsletter
- Managed Insider Gaming YouTube channel; Created content strategies
- Conduct interview; review the latest games
- Video Editing
- Create business relationships w/ industry developers and publishers

**Staff Writer**, Insider Gaming (Insider-Gaming.com) | November 2022 - January 2024

- Responsible for the daily coverage of the gaming industry, including exclusive news pieces
- Research story topics for exclusive features
- Edit and publish writer stories
- Optimize published articles for SEO

March 2020 – March 2023

**Hardware Editor**, PCInvasion (PCInvasion.com), division of Gamurs Group

- Manage the day-to-day running of the hardware section of the website
- Assign, Edit and Publish stories daily from staff of hardware reporters
- Write original daily content; weekly feature stories; hardware reviews
- Work with EIC on hardware content strategies and organize event attendance (CES, GDC, etc.)
- Create business relationships w/ industry developers and publishers

March 2021 – November 2022

**NHL Host/Content Producer**, Full Press Coverage

- Host weekly NHL show (FPH Weekly)
- Produce daily sports betting content for FP Bets social media

December 2016 – October 2022

**Managing Editor**, Sports Gamers Online (SportsGamersOnline.com)

- Manage the day-to-day running of SportsGamersOnline.com
- Stay up-to-date on latest news and trends in Sports Gaming genre
- Assign, Edit and Publish stories daily from staff of eight writers
- Write original daily content; weekly feature stories
- Produce weekly video/audio content for SGO Youtube with 260,000+ subscribers
- Create site-wide content strategies and organize event attendance (E3, PAX, GDC, etc.)
- Create business relationships w/ industry developers and publishers
- Handle development of SGO website and server status.

May 2018 – July 2022

**Reporter/Broadcaster**, WNY Athletics, Buffalo, NY

- Cover local high school athletics
- Responsible for writing game recaps, short news stories, and full-length feature articles
- On-air broadcast talent for football, basketball, and hockey.

December 2017 – May 2018

**NHL Editor**, RealSport (RealSport101.com)

- Manage staff of five NHL reporters
- Wrote daily news stories, columns, and feature articles
- Developed and implemented content strategies to grow the section

January 2015 - August 2016

The Hockey Writers (TheHockeyWriters.com)

**Managing Editor**, June 2015 - August 2016

- Managed day-to-day running of TheHockeyWriters.com, the second-largest hockey website (at the time)
- Managed staff of over 100 writers; assigned, edited, and published articles
- Managed company partnerships and various business relationships
- Was responsible for company quality control
- Led The Hockey Writers to largest growth up to that point with over 1 million unique monthly.
- Managed social media networks
- Produced original news articles on a daily basis; weekly columns

**Winnipeg Jets Beat Reporter**, January 2015 - June 2015

- Reported the latest news on the Winnipeg Jets franchise; wrote weekly columns
- Broke single-month views record in company history with over 250,000 unique article views in June 2015

May 2013 - August 2014

FanSided (Fansided.com)

**Technology/Gaming Editor**, May 2013 - August 2014

- Managed day-to-day running of the company's Technology/Gaming division
- Created and implemented content strategies to increase traffic and produce quality original work
- Wrote daily news stories and weekly feature stories
- Interviewed and hired writing staff
- Assigned, edited and published stories from staff of 10-plus writers
- Created graphics for social media
- Responsible for helping launch FanSided's Gaming Vertical - Gamesided/AppTrigger

## **FREELANCE WORK**

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Byline has appeared for other outlets, including:

- Fightful.com & Fightful Magazine
- Yahoo! Sports
- Bleacher Report
- SB Nation (Buffalo Sabres (NHL) Website)
- Metro Community News (Buffalo, NY)
- The Sun Newspapers (Buffalo, NY)
- Sports & Leisure Magazine (Buffalo, NY)

## **SKILLS**

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- Writing/Copyediting
- Staff management
- Industry Knowledge
- Voiceovers
- Adobe CC (PS, AI, ID, AE)
- Google Analytics
- Microsoft Office/ G Suite
- Content strategy planning
- Interviewing
- Business development
- Wordpress
- Podcasting
- Meeting deadlines
- Video editing (DaVinci Resolve)
- Brand management
- Front-end Development

## **EDUCATION**

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2016

Bellevue University, Nebraska

Master of Science in Computer Information Systems

2013

SUNY Buffalo State College, New York

Bachelor of Arts in Journalism