

Michael Straw

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SUMMARY

Experienced journalist and editor with over 15 years covering the gaming industry, NFL, NHL,, sports betting, and more. Proven track record in managing editorial teams, producing breaking news, developing content strategies, and growing social media networks. Skilled in real-time reporting, social media management, and leading news accounts.

PROFESSIONAL EXPERIENCE

June 2024 – PRESENT

Senior Writer, TWSN.Net

- Cover the latest sports news and events for TWSN.net, primarily the NHL, NFL, and Sports Betting markets

November 2022 – PRESENT

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

- Oversee daily gaming industry coverage, producing exclusive news pieces.
- Develop content strategies to increase site traffic and engagement.
- Edit and publish writer stories that adhere to IG coverage practices
- Manage weekly newsletters and YouTube content, ensuring consistent brand voice and growth.
- Manage and grow social media networks, including a new company account

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 that adhere to IG coverage practices
- Optimize published articles for SEO

March 2020 – March 2023

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

- Managed the hardware section, assigning and editing stories daily.
- Established and maintained industry relationships, optimizing event coverage.

March 2021 – November 2022

NHL Host/Content Producer & Sports Betting, Full Press Coverage

- Hosted weekly NHL shows and produced sports betting content for social media

December 2016 – October 2022

Managing Editor, Sports Gamers Online (SportsGamersOnline.com)

- Directed site operations, managing a team of eight writers.
- Led content creation strategies, boosting site traffic and engagement.
- Write original daily content; weekly feature stories
- Managed site social media networks
- 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

- Covered local high school athletics, producing game recaps and 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 editorial operations, leading a team of over 100 writers.
- Grew site traffic to over 1 million unique monthly views.
- Managed company partnerships and various business relationships
- Was responsible for company quality control
- 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 2012 - August 2014

FanSided (Fansided.com)

Technology/Gaming Editor/Sports Writer, May 2012 - August 2014

- Led the Technology/Gaming division, creating and implementing content strategies.
- Responsible for helping launch FanSided's Gaming Vertical - Gamesided
- 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
- Contributed to sports news coverage for FanSided.com

FREELANCE WORK

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

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

EDUCATION

2016

Bellevue University, Nebraska

Master of Science in Computer Information Systems

2013

SUNY Buffalo State College, New York

Bachelor of Arts in Journalism