

Michael Straw

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SUMMARY

Experienced media specialist with over 15 years of journalism experience covering the various industries. Proven track record in managing editorial teams, producing breaking stories, developing content strategies, and growing social media networks. Skilled in real-time reporting, business coverage, graphic design, social media management, and leading news accounts.

PROFESSIONAL EXPERIENCE

November 2022 – PRESENT

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

- Oversee daily games industry coverage, producing exclusive news pieces and covering daily breaking news on the business side of gaming.
- Developed content strategies to increase site traffic by over 200% in a three-month period
- Manage weekly newsletters and YouTube content, ensuring consistent brand voice and growth.
- Grew weekly newsletter to 60,000 subscribers in first 10 months
- Edit and publish writer stories that adhere to coverage practices
- Edit videos for YouTube channel using After Effects and Davinci Resolve
- Manage and grow company social media networks.
- Create graphics for use on social media.

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

May 2024 – December 2024

Senior Columnist, TWSN (TWSN.net),

- Wrote weekly columns covering the NFL and NHL.

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.

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 daily stories covering trending and breaking news along with weekly columns and exclusives.
- Managed site social media networks & created custom graphics
- Produce weekly video/audio content for SGO Youtube with 260,000+ subscribers
- Edit videos using Davinci Resolve and create graphics with After Effects
- 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
- Assigned, edited, and published submitted content from staff

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

January 2015 - October 2015

Web Manager/Marketing Director, Valley Community Association

- Edit and maintain VCA website and social media accounts
- Promote VCA events, including concerts, parades, etc.
- Responsible for booking tenants for the VCA-owned parks
- Build relationships with service/equipment providers for VCA
- Developed plans for outreach to various groups/demographics at VCA events
- Booked largest vendor group in Buffalo Riverfest (annual event) history in June 2015
- Built custom databases to maintain all company records and events

May 2012 - August 2014

Tech/Gaming Editor & Sports Writer, FanSided (FanSided.com)

- Led Technology/Gaming division, creating and implementing content strategies.
- Responsible for helping launch FanSided's Gaming Vertical- Gamesided
- Wrote daily breaking 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 and BuffaLowDown.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

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

EDUCATION

2016

Bellevue University, Nebraska

Master of Science in Computer Information Systems

2013

SUNY Buffalo State University, New York

Bachelor of Arts in Journalism