

REBECCA ROBERTS GALLOWAY

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SUMMARY

Experienced Web journalist adept at online content strategy, partner relations, best practices, breaking news, newsletters, headline writing and social media.

Skilled in:

- Content management systems
- Metrics reporting
- Content strategy
- Writing and editing
- Digital photo and audio editing
- Social media platforms
- Project management
- Curation of content

PROFESSIONAL EXPERIENCE

HOLLYWOOD THEATRE, Portland, Ore.

Nov. 2014-Present

Digital Marketing Editor

Manage Google AdWords campaigns, write and distribute email newsletters to members.

OREGON PUBLIC BROADCASTING, Portland, Ore.

2011-Nov. 2014

Director, Digital Content

Supervise staff of seven responsible for social media and website content.

- Launched and grew Twitter, Tumblr and Facebook accounts.
- Worked with developers to implement and improve new CMS and redesign.
- Worked with local universities to attract talented student interns.
- Laid groundwork for Northwest News Partnership program, allowing 40 Oregon media organizations to share content.

YAHOO!, Sunnyvale, Calif.

Editor

2006-2011

Held a variety of editorial content positions at one of the world's most popular websites.

- **Front Page Planning Editor:** Vetted and curated content, maintained budgets and calendars.
- **Broadband Editor:** Packaged content for customers of AT&T, Rogers and Verizon.

- **Listings Editor:** Provided editorial support for a broad variety of content channels.
- **Real Estate Editor:** Created frontpage packages, worked with media partners.

Rebecca Roberts Galloway Page Two

**KNTV/NBC11, San Jose, Calif.
Managing Editor**

2002-2006

Supervised staff of three at NBC owned-and-operated website.

- Increased audience.
- Launched hourly video webcasts and redesign.
- Received Emmy nomination for Web series.

ADDITIONAL RELEVANT EXPERIENCE

**Netscape.com, Mountain View, Calif.
Managing Editor, Managing Editor Newsletters**

**Knight Ridder Digital, San Jose, Calif.
Online News Editor, Real Cities.com**

**KIRO-TV, Seattle Insider.com, Seattle, Wash.
Online News Editor, Homepage Editor**

**MSNBC, Redmond, Wash.
Assignment Editor, Production Lead**

EDUCATION / TRAINING

Bachelor of Arts
University of California, Santa Cruz
UC Berkeley Extension, Copyediting, 2001

ASSOCIATIONS

Member, Online News Association
Founding Member, ONAPDX

AWARDS

ONA 2013: Excellence and Innovation in Visual Digital Storytelling, Glacier Caves

ONA Feature (finalist) 2014: Wild Horses in Crisis
National Headliner Awards, 2012: Best Website (opb.org/news), radio-affiliated
RTDNA, 2012: Broadcast Affiliated Website, Winner, Region 10 (NW)
SPJ, NW 2012: Online, Best Site, General News
SPJ, Region 10 2011: Best Site, General News, Best Spot News Reporting for Occupy Portland