

Erik Hall

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Objective

An award-winning journalist with extensive experience in sports journalism seeking a challenging role to further develop my skills in digital journalism, content strategy, and social media management.

Professional Experience

Digital Sports Editor, St. Louis Post-Dispatch, Aug. 2022-present

- Lead the strategy for college sports coverage and increased digital traffic by 174% for college football content and 188.4% for college basketball content.
- Develop coverage strategies for St. Louis City SC and St. Louis Battlehawks, including game coverage, local photos, and columnist coverage
- Collaborated with digital and visual editors to develop coverage strategies and execute email newsletter strategies.

Lead Digital Producer, USA Today Network/Gannett, March 2018-July 2022

- Worked with USA Today-owned media entities throughout the United States to drive digital traffic and increase digital subscriptions through content related to sports and primarily college sports.
- Orchestrated trending coverage around sports along with writing evergreen content.
- Generated 7.82 million page views from stories written in 2021, and additional content created generated 187,000 pageviews for more than 8 million total pageviews.

Writer and Multimedia Producer, OutSports, April 2014-March 2019

- Wrote feature stories and breaking news stories related to LGBTQ+ athletes and sports.
- Shot and edited video stories for publication on OutSports' website and social media.
- Contributed to a podcast about LGBTQ+ athletes and coaches..

Social Media Director, You Can Play, July 2017-March 2019

- Developed and implemented a comprehensive social media strategy, managed all social media channels, including content creation, scheduling, and community management.
- Utilized social media analytics to track and report on performance, making data-driven decisions to optimize engagement and reach.

Assistant Sports Editor, The Roanoke Times, April 2015-April 2017

- Edited columns, feature stories, and game stories.
- Worked closely with the sports editor, writers, photographers, and designers to plan packages and stories that would engage readers.
- Regularly promoted coverage on social media, drawing on the work of talented sports writers.
- Produced videos for the website, aiming to make them as compelling as possible.

- Used metrics such as Chartbeat and Google Analytics to monitor traffic and ensure that goals were met.
- Contributed to the paper's APSE awards for website and sections in 2016 and 2017.

Assistant Sports Editor, Columbia Missourian, May 2013-Jan. 2015

- Worked closely with the sports writers to ensure accurate and sensitive coverage of significant events in Missouri sports, including Michael Sam's announcement that he was gay before the 2014 NFL Draft.
- Oversaw a team of 12 staff writers and managed the sports

Sports writing intern, San Diego Union-Tribune, May 2014 - July 2014

- Wrote stories about the 2014 NHL Stanley Cup, MLB, and MLS.

Editor, J-School Magazine, Jan. 2013-May 2013

- Worked with writers and edited stories about Missouri School of Journalism alumni.

Feature writer and copy editor, Charleston (Illinois) JG-TC, Jan. 2012-Jan. 2013

- Managed social media. Edited copy. Prepared stories for print and online. Wrote profiles.

Communications for Green Initiative, Illinois Dept. of Transportation, Sept. 2011-Dec. 2011

- Recognized by Illinois Governor with Green Government Award.

Sports writer and columnist, LaSalle (Illinois) NewsTribune, Aug. 2005-Aug. 2011

- Wrote news stories. Edited copy. Took photos. Designed pages.

Sports beat writer, Champaign (Illinois) The Daily Illini, Aug. 2001-March 2005

- Covered men's basketball, women's basketball, baseball, track and field, swimming, golf.

Education

University of Missouri-Columbia, Classes: Jan. 2013 — Dec. 2014; Degree: May 2016

Master of Arts from Missouri School of Journalism: studied investigative journalism and convergence journalism.

University of Illinois — Urbana/Champaign

Bachelor of Science in News-Editorial Journalism
August 2001— May 2005

Charleston (Illinois) High School

August 1997 — May 2001

Recognition

- Elected to APSE Foundation Board, February 2023
- NLGJA: The Association of LGBTQ+ Journalists national board member, August 2019-present; Elected the NLGJA Vice President for Print and Online in 2022.
- Named 2017 LGBT Journalist of the Year by NLGJA: The Association of LGBTQ+ Journalists
- Honored with 2017 Associated Press Sports Editors for explanatory journalism
- Received the 2016 Excellence in Journalism award for sports writing
- Selected as a finalist for The Best American Sports Writing in 2016, 2017 and 2018
- Received 2015-16 Associated Press Sports Editors Diversity Fellowship