

# Daniel Wilson

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## Education

**Bachelor of Arts, Journalism  
Communication Studies (Minor)**  
CSU, Sacramento — Dec. 2018

**Associate of Arts, Journalism**  
Sacramento City College — May 2016

## Programs, Platforms & Skills

- More than 20 years of experience writing news, features, press releases, lists, roundups, previews, reviews, in-depth and investigations
- Proficient with AP Style
- Expertise in SEO, headlines, copyediting, copywriting
- Newsletter writing/curation
- Social Media: Facebook, Twitter, Instagram, major platforms
- WordPress, Wix, CMS (various)
- Basic photography, editing
- Design: Canva, Publisher, InDesign
- Programs: Pushly, Firebase, CrowdTangle, Parse.ly, SocialFlow, Hootsuite, TweetDeck, Brightcove, WebDAM, analytics (various), Slack, HTML, office suites (various)

## Media Awards & Scholarships

- Sacramento Press Club, Jean Stephens Scholarship (2017)
- JACC 2nd place opinion article (2012)
- JACC 3rd place feature profile (2014)
- Sacramento 49er Family Education Scholarship (2017-18)
- Jean Stephens Memorial Endowed Scholarship (2012-16)
- Emeriti Affiliates, Jean Stephens Scholarship (2012-14)
- Quill & Scroll, High School Journalism

## Media Experience

### **The Sacramento Bee (McClatchy)** — Dec. 2016-present

Current: California Digital Growth & Audience Retention Web Producer  
Past: Breaking news, real-time, aggregation reporter; associate opinion editor; design intern

- As Digital Growth Producer — Social media curation and posting, newsletter writing and curation, SEO/headline workshopping, website and content management, email and push alerts, audience engagement, copyediting, story/series planning and promotion, reporter/editor training and more
- As Reporter/Editor: Breaking news, real-time news, aggregation, reporter; copyediting, print and online story budget planning
- As Intern: Print and online sports scoreboard agate/design

### **Sacramento 49er Travel Plaza** — Oct. 2014-June 2021

Social Media and Marketing Manager (independent contractor)

- Curated and managed social media on Facebook and Instagram
- Designed, curated, wrote, edited employee newsletter

### **The News-Ledger of West Sacramento** — June 2016-Dec. 2017

Freelance Journalist

- Pitched, reported and wrote local news and features stories

### **Visit California** — Jan. 2014-Jan. 2019

Digital Asset Management WebDAM Assistant (independent contractor)  
Communications Intern

- As Digital Asset Assistant: Curated and managed image and video assets; asset management projects
- As Communications Intern: Wrote for and produced monthly industry e-newsletter; website editing and HTML coding, copyediting, speech/presentation writing/editing, copy writing

## College & High School Journalism Experience

- **The State Hornet (CSUS):** Staff writer (2016)
- **Sac City Express (Sac City College):** Editor-in-chief, news editor, online editor, reporter (2011-15)
- **Mainline magazine (Sac City College):** Editor-in-chief, staff writer (2011, 2013-15)
- **River City Review (River City High School):** Editor-in-chief, news editor, reporter (1999-2004)