

**Jackson West | jacksonwest@gmail.com | 415.351.8369**

## **Skills**

Administrative software, including Microsoft Office, OpenOffice and Google Docs.

Writing, researching, reporting and editing a wide range of communication, from news blogging to technical tutorials, catalog copy to banner displays.

Multimedia production including photography and videography, live and recorded audio engineering, Adobe Photoshop, Illustrator and Apple Final Cut Pro.

Digital publishing from basic XHTML/CSS for static websites to modern WordPress, Drupal, custom CMS platforms as well as Adobe Acrobat and Portable Document Format for electronic and print distribution.

Experience in a wide range of office environments and employment roles, including independent contracting, managing local and remote teams as well as on-site event support and coordination.

## **Freelance Writer - 2013 to current**

Most recently contributed daily to Uptown Almanac including coverage of housing-related policy and activism. Additionally helped consult on technical issues and editorial best practices. Previously contributed a weekly fitness column to the San Francisco Appeal that considered and addressed challenges for athletes including financial, physical, mental and cultural barriers to achieving personal health and fitness goals.

## **Joyent - Multimedia Manager 2010 to 2013**

Built in-house media production capacity for live broadcasts, customer case study interviews, technical training resources, trade show assets, product demonstrations and event coverage. Produced content, set up editorial guidelines and managed employee contributions for the marketing blog. Maintained the company's YouTube, Twitter and Facebook presences while assisting with analysis and testing of online marketing campaigns. Started the first paid internship program at the company.

## **NBC Local Media - Contributing Writer 2009 to 2010**

Made daily contributions to NBCBayArea.com where I covered San Francisco, Bay Area and statewide politics, business and culture. Helped implement better communication and collaboration tools, introduced the team to online publishing resources and best practices. Additionally contributed features to Fast Company, PC World and the Bold Italic among others on freelance assignment.

## **Gawker Media – Associate Editor 2008**

As Associate Editor at Valleywag my duties included producing a high volume of technology news content daily ranging from brief commentary to medium-form features. Assisted the Executive Editor with daily revision and proofing duties, story promotion, visual design, tech support and community management while directly managing the site and our fellow contributors in his absence. Measurable traffic to my own work doubled in less than a year.

## **Giga Omnimedia – Staff Writer 2006 to 2008**

Contributed daily articles to NewTeeVee about media technology and business, including independent production, digital tools, online publishing and the advertising business. Helped promote events, develop source relationships, moderate commentary and create infographics and illustrations for stories.

## **Gothamist – Editor 2004 - 2006**

Founding editor of SFist which I helped build from 1,000 daily readers to over 10,000 in 18 months. Managed up to a dozen volunteer contributors and coordinated beats across a broad range of local topics. Represented the site publicly at community events and in other local media. Contributed the first style guide to the parent publisher, Gothamist, and introduced a number of coverage innovations to their format.

## **Williams-Sonoma – Web Producer 2003 - 2004**

Responsible for editing the product photography and copy for Pottery Barn websites. Duties included photo compositing, graphic design, quality control and new hire training. Implemented feedback from independent contract designers, developed systems to automate repetitive production tasks and worked directly with software vendors upgrading the content management system.

## **Education – NYU 1994 - 1998**

New York University, Tisch School of the Arts  
Bachelor of Fine Arts, Film and Television Production