

RYAN MARTIN

experience

THE INDIANAPOLIS STAR

Content Coach *July 2015 – Present*

- Lead a team of eight journalists as editor of the breaking news and public safety team.
- Focus primarily on audience development, news investigations and video storytelling.

FEDERATED MEDIA

Digital Media Director *September 2014 – July 2015*

- Created strategy to connect Federated Media's websites into a content network, including elkharttruth.com, flavor574.com, 953MNC.com and thefanindiana.com.
- Redesigned 953MNC.com and implemented new CMS.
- More than doubled traffic in first month of leading 953MNC.com.

THE ELKHART TRUTH

Managing Editor *December 2014 – July 2015*

- Led a digital-first newsroom that produced a daily newspaper, elkharttruth.com, flavor574.com, quarterly digital food magazine and three-hour daily radio show.
- Restructured newsroom to create teams focused on print, digital content and real-time content.

Digital Content Director *September 2013 – December 2014*

- Managed award-winning redesign of elkharttruth.com.
- Launched social, search and mobile initiatives, leading to 20 percent growth in traffic in first year.
- Developed new social media strategy, leading to audience growth of 160 percent on Facebook and 70 percent on Twitter in first year.
- Created the newsroom's real-time desk, using live tools to become market's breaking news leader.

PATCH.COM ST. LOUIS

Associate Regional Editor *February 2012 – August 2013*

- Managed six editors across 10 news websites.
- Trained staff in content management, social media, email newsletters, search engine optimization, multimedia production and writing for the web, leading to a 15 percent increase in market penetration in first six months.

Local Editor *August 2010 – February 2012*

- Exceeded stretch traffic goals and ranked among market leaders in traffic and engagement metrics.

education

WASHINGTON UNIVERSITY
Olin Business School

Master of Business Administration

UNIVERSITY OF MISSOURI
Missouri School of Journalism

Bachelor of Journalism, Convergence

memberships

Online News Association
Society of Professional Journalists
Investigative Reporters and Editors
Mizzou Alumni Association
USA Men's Ultimate Frisbee

awards

25 Under 35, 2015

Editor & Publisher Magazine

Best Website, first place

Hoosier State Press Association 2014

Best Layout and Design, first place

Local Media Association 2015

Best Layout and Design, first place

Local Media Association 2014

Best Blog Initiative, second place

Local Media Association 2015

Best Use of Mobile and Tablets, second place

Local Media Association 2014

Best Digital Platforms, third place

Indiana APME 2015

Best Community Website, third place

Local Media Association 2014

General Excellence: Online News Service, third place

Inland Press Association 2014

Best Use of Social Media, honorable mention

Local Media Association 2014