

# DERON DALTON

## WRITER | EDITOR | STRATEGIST

### OBJECTIVE

I'm a multifaceted digital media specialist who has produced content for digital and social platforms for two decades. I seek to continue to utilize my unrelenting passion for writing, editing, content strategy, project management, social production, and community engagement in the digital media landscape.

### CONTACT



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Clippings.me/derondalton



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### SKILLS | PROGRAMS

- **Analytics:** Google Analytics, Parse.ly
- **Social Management:** Buffer, Hootsuite, Sprout Social, AgoraPulse, Social Flow
- **Adobe Creative Suite:** Premiere Pro, Audition, Photoshop, InDesign
- **Other Programs:** Final Cut Pro, Avid, Lumen5, Wochit, Canva

### EDUCATION

#### Craig Newmark Graduate School of Journalism at CUNY

Master of Arts in Engagement Journalism, December 2015

#### University of Missouri, Columbia

Bachelor of Journalism, May 2012  
Major in Convergence Journalism  
Minor in Black Studies  
Certificate in Multicultural Studies

### EXPERIENCE

#### Project Manager, Weitz & Luxenberg via Phaxis Temp Agency New York, New York (Jan. 2024-Feb. 2024)

- Led 16 copy editors through the law firm's website migration.
- Streamlined workflow and optimized team performance.
- Collaborated with stakeholders to meet project milestones.

#### Contributing Health Writer, Everyday Health New York, New York (June 2022-Sept. 2023)

- Wrote about Black mental health and racial disparities.
- Produced a special project on Black joy and Juneteenth.

#### Managing Producer, Social | Trending, PennLive New York, New York, Remotely (Sept. 2020-April 2023)

- Managed social production and strategy on Facebook, Twitter.
- Wrote trending stories about stimulus, the economy and more.
- Contributed "culture and Identity" ideas and wrote articles.
- Shared trendy ideas and edited content for the trending team.
- Produced "how to watch" posts to drive affiliate revenue.
- Edited "Good Morning, Pennsylvania" and other newsletters.

#### Deputy Editor, The Tylt New York, New York (March 2018-Sept. 2020)

- Edited content for entertainment, sports, culture and politics.
- Managed writers and editors for the entertainment vertical.
- Coached vertical editors on producing special projects.
- Spearheaded operations, strategies, style and standards.
- Collaborated with social and marketing teams on strategy.
- Wrote music, film, TV and geek features and special projects.
- Produced the "Fiercely Fandom with Deron." podcast.

#### Entertainment Editor, The Tylt New York, New York (April 2016-March 2018)

- Spearheaded content for the leading section: entertainment.
- Created hashtags to represent both sides of each online poll.
- Wrote and edited online polls about music, TV, film and geek.
- Executed special series, brackets that led traffic on the site.
- Mobilized fan armies and engaged communities on social.
- Produced social assets for Twitter, Instagram and Facebook.
- Contributed ideas and edited polls produced by other writers.

#### Politics Intern | Contributing Writer, The Daily Dot New York, New York (September 2015-May 2016)

- Reported on Black Lives Matter and race for politics section.
- Covered 2016 elections, diversity in geek and LGBTQ+ issues.
- Wrote about Flint, #OscarsSoWhite, Black Love Day and more.

#### Contributing Writer, MadameNoire New York, New York (August 2013-June 2015)

- Created multimedia, slideshows, essays and articles for the site.
- Wrote traffic-driven pieces on pop culture and social issues.