

# DERON DALTON

## DIGITAL CONTENT STRATEGIST

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### SUMMARY

Digital Content Strategist with 10+ years of experience driving audience growth, community engagement, and SEO-informed content strategy across digital, social, and multimedia platforms. Known for translating cultural insights into high-impact content that drives visibility and engagement at scale. Highly skilled in content planning, analytics-informed optimization, social production, brand voice, and cross-platform execution.

### PROFESSIONAL EXPERIENCE

#### Editor, Pop Queen Journal

New York, NY, Feb. 2026 - Present

- Founded a blog centering on how pop culture shaped my gay Black millennial experiences.
- Write and edit personal essays, analyses, and listicles on music, movies, TV, and geekdom.
- Strategize the development of social channels: Instagram, Threads, TikTok, and YouTube.

#### Executive Producer, Digital, Queer State of Mind

New York, NY, Nov. 2025–Present

- Develop digital and social strategies for the decade-long LGBTQ+ talk show on Radio Free Brooklyn.
- Drive sustained audience growth and engagement across social and podcast streaming platforms.
- Lead content planning, episode strategy, and production workflows for a Top 5–10 ranked show.

#### Co-Moderator & Producer, Queer State of Mind

New York, NY, Jan. 2017–Present

- Deliver live weekly commentary on pop culture, politics, current events, and LGBTQ+ issues.
- Produce live segments, guest interviews, and special-event programming that engage listeners.
- Promote the show across social channels using highlights and behind-the-scenes content.

#### Project Manager, Weitz & Luxenberg | Phaxis

New York, NY | Jan. 2024–Feb. 2024

- Led a team of 16 copy editors through the law firm's large-scale website migration project.
- Managed assignments, managed deadlines and quality control across all updated pages.
- Streamlined efficient workflows by improving task routing, processes, and communication.

#### Contributing Writer, Everyday Health

New York, NY, June 2022–Sept. 2023

- Wrote engagement, research-driven articles on Black mental health and racial disparities.
- Produced a special project on Juneteenth and Black joy, celebrating culture and resilience.

#### Managing Producer, Social and Trending, PennLive

New York, NY, Sept. 2020–April 2023

- Managed and strategized social platforms, boosting the reach and engagement of trending stories.
- Generated hundreds of thousands of views writing trending stories on stimulus and current events.
- Produced podcasts, optimized newsletters, and drove affiliate revenue with "how-to-watch" posts.

#### Deputy Editor, The Tylt

New York, NY, March 2018–Sept. 2020

- Directed editorial strategies and operations, driving hundreds of thousands of page views.
- Led and coached editors and contributors to deliver multimedia content and special projects.
- Partnered with social and marketing teams to drive content strategy and audience growth.
- Produced and hosted "Fiercely Fandom with Deron." podcast, engaging online fandom audiences.

## **Entertainment Editor, The Tylt**

**New York, NY, April 2016–March 2018**

- Managed content strategy and social media for the site’s top-performing entertainment section.
- Wrote and edited two-sided polls and engaging hashtags, generating millions in engagement.
- Executed special series and brackets that drove thousands to millions of site votes and page views.
- Mobilized fandoms and drove viral cultural moments, earning the honorific title “Breaker of Tylts.”

## **Contributing Writer, The Daily Dot**

**New York, NY, Jan. 2016–May 2016**

- Pitched feature story ideas across politics, geek, and lifestyle sections to expand coverage.
- Covered Flint, #OscarsSoWhite, Black Love Day, geek diversity, LGBTQ+ issues and more.

## **Politics Intern, The Daily Dot**

**New York, NY, Sept. 2015–Dec. 2015**

- Wrote features on Black Lives Matter, highlighting systemic issues and community impact.
- Covered breaking news on police violence, and trending politics on the 2016 elections.

## **Contributing Writer, MadameNoire**

**New York, NY, Sept. 2013–June 2015**

- Created multimedia, listicles, essays and articles for leading Black women’s lifestyle website.
- Wrote traffic-driven pieces on social issues, movies, music, TV and celebrity culture.

## **SPECIAL PROJECTS**

### **Selected Special Projects for The Tylt (2016–2019)**

- Created The Tylt’s first bracket, “Monster Madness: Scariest Horror Icon,” which ran four consecutive years, with Chucky winning 2016–2018 and Michael Myers taking 2019.
- Delivered the high-performing “Best of the Year” series, generating thousands of page views and votes across entertainment and sports (2016–2018).
- Produced “Song of the Summer” brackets featuring top Billboard hits and appeared on Cheddar live on TV to break down the 2018 race.
- Launched the 2019 “Best of Decade” series—including the “Pop Icon of the Decade” bracket and “Which Groups Won the Decade” category series—mobilizing fan armies with trending hashtags and driving a record-breaking 16 million votes.

## **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

## **CERTIFICATIONS**

HubSpot Academy – Digital Marketing Certification (2025)

HubSpot Academy – Content Marketing Certification (2025)

HubSpot Academy – SEO Certification (2025)

## **SKILLS**

**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