

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 Digital Producer & Co-Moderator, Queer State of Mind

New York, NY, Jan. 2017–Present

- Deliver live weekly commentary on LGBTQ+ news, pop culture and politics via Radio Free Brooklyn.
- Produce live segments, interviews, content and special-event programming that engage listeners.
- Develop digital and social strategies for the decade-long Top 5-10-ranked LGBTQ+ talk show.
- Promote the show across digital channels using highlights and behind-the-scenes content.

Contributing Writer, LGBTQ+ Victory Institute

New York, NY, Dec. 2025–Feb. 2026

- Wrote recaps of panels and speakers at the 41st annual International LGBTQ+ Leaders Conference.
- Produced features highlighting LGBTQ+ issues, political leadership, representation and advocacy.

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, deadlines, and quality control across all updated pages.
- Streamlined workflows by improving task routing, processes, and communication.

Contributing Writer, Everyday Health

New York, NY, June 2022–Sept. 2023

- Wrote engagement-driven, 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