

# Colin T. Kelly

**Summary** – Digital content manager who blends editorial, creative, managerial, and technical skills to produce compelling content and develop innovative strategies.

## Experience

**New York City FC** 2015

- Manage the day-to-day operations of NYCFC.com and related digital platforms.
- Provide innovation, insight, and analysis that shapes digital strategy.

**Independent Consultant** 2013 — 2015

- Digital media consultant that helps clients meet and exceed the needs of their audience.
- Expertise includes content and social media strategy and development.

**Jacksonville Jaguars** – Digital Media Manager 2012

- Managed all digital assets and initiatives for the web, mobile, and social media.
- Lead marketing efforts for digital campaigns and coordinated online PR.
- Supervised team staff writers, photographers, and videographers.

**CBS Corporation** 2009 — 2012

**CBS New York** – Managing Editor, Sports 2010 — 2012

- Supervised a staff of producers that created dozens of original content pieces daily.
- Managed 20 freelance writers, editing and proofreading works for publication.
- Directed social media campaigns, utilizing effective content sharing techniques.
- Developed innovative interactive web features used by over 100,000 participants.

**WFAN** – Managing Editor 2009 — 2010

- WFAN.com was awarded ‘Best Website: Radio’ by NYS AP Broadcasters Association.
- Increased unique users over 30% in Jan. - Aug. 2010, versus the same period in ‘09.

**National Hockey League** – Producer 2007 — 2009

- Acted as a liaison between off-site team web personnel and local NHL editorial staff.
- Produced live game packages, including articles, videos, and photos for NHL teams.
- Worked with teams’ marketing departments to create promotional content.

**Syracuse.com** – Multimedia and Sports Producer 2005 — 2007

- Supervised sports content production for Central New York’s most visited news site.

## Skills

Digital Content Strategy	Audio / Video Editing	Adobe Creative Suite
Social Media Strategy	HTML, CSS, & JavaScript	Microsoft Office
Writing and Copy Editing	SEO & Web Analytics	Project Management

## Education

**Entrepreneurial Journalism Fellowship** – Tow-Knight Center 2014

**MS in Information Management** – Syracuse University 2001

**BA in History** – Binghamton University 2000