

Matt DiSanto

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EDUCATION

The Pennsylvania State University

Donald P. Bellisario College of Communications

Bachelor of Arts in Digital/Print Journalism, Cum Laude

Minor in Digital Media Trends & Analytics

University Park, Pa.

May 2022

GPA: 3.80

Dean's List: 7/8 semesters

WORK EXPERIENCE

StateCollege.com

General Assignment Reporter

Remote

August 2022 -- Present

- Pitched and produced digital-first stories for local news in the State College area
 - [Full portfolio](#)

[Centre Daily Times](#)

Reporting Intern

State College, Pa.

June 2022 -- August 2022

- Pitched stories and produced 50 stories to deadlines for both print and digital platforms
- Trained to enhance content using SEO strategies
- Focused on growth and development reporting in Centre County, Pennsylvania
 - [Full portfolio](#)

[Onward State](#)

Managing Editor

University Park, Pa.

May 2020 -- May 2022

- Directed team of 70+ student journalists, photographers, and designers
- Edited and published 15+ digital articles daily, including breaking news
- Increased website traffic by 15.6% compared to the previous two-year period
- Collaborated with business partners to discuss strategy and advertisements

Social Media Manager

January 2019 -- May 2020

- Designed creative social media content, wrote/published 20+ social media posts per day
- Managed and maintained accounts with considerable social media following
 - Twitter -- 163K+ followers, Facebook -- 117K+ likes, Instagram -- 57K+ followers
 - Onward State's Twitter page averaged 1.1 million impressions per day with a 5.3% engagement rate

Staff Writer

September 2018 -- May 2022

- Generated 1,509 total articles over four years, all produced to strict deadlines using AP style
 - [Full portfolio](#)

WPSU-FM Radio

Radio News Intern

University Park, Pa.

May 2021 -- August 2021

- Produced daily and long-form stories that aired on WPSU Radio, NPR, & across digital platforms

LEADERSHIP

Penn State's Donald P. Bellisario College of Communications

Teaching Assistant

University Park, Pa.

January 2022 -- May 2022

- Assisted in leading a section of COMM 460W, an upper-level reporting course at Penn State
- Directed class discussions, provided feedback and edits to students, and assisted grading

SKILLS

- **Technology** — Adobe InDesign, Adobe Lightroom, Adobe Photoshop, Adobe Spark, Adobe Audition, Microsoft Office 365, WordPress, HTML-based coding
- **Social Media** — Facebook, Twitter, Instagram, LinkedIn, TweetDeck, Bit.ly, Snapchat, TikTok, Parse.ly
- **Certifications** — Google Analytics Suite, Hootsuite Platform, Google Ads Search & Display