Matthew DiSanto

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WORK EXPERIENCE

Centre Daily Times — State College, Pa.
News Reporter — Feb. 2023 -- Sept. 2026

- Pitched and produced more than 900 news stories to deadline for print and digital platforms
- Focused on K-12 education, business and general assignment reporting in Centre County, Pennsylvania
- Trained to enhance content using evolving SEO strategies
- Earned 4.6 million page views and 130 direct subscriber conversions
- Received three second-place Keystone Media Award honors for local reporting, data visualizations

StateCollege.com — Remote
General Assignment Reporter — Aug. 2022 -- Feb. 2023

- Pitched and produced digital-first stories for local news in the State College area

Onward State — University Park, Pa.
Managing Editor — 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 — Jan. 2019 -- May 2020

- Designed creative social media content, wrote/published 20+ social media posts per day
- Managed and grew 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 — Sept. 2018 -- May 2022

- Generated 1,509 articles over four years, all produced to strict deadlines using AP style

WPSU-FM Radio — University Park, Pa.
Radio News Intern — May 2021 -- Aug. 2021

- Produced short- and long-form stories that aired on public radio and digital platforms

EDUCATION

The Pennsylvania State University — University Park, Pa.
Donald P. Bellisario College of Communications — May 2022
Bachelor of Arts in Digital/Print Journalism, Cum Laude — GPA: 3.80
Minor in Digital Media Trends & Analytics — Dean's List: 7/8 semesters

LEADERSHIP

Penn State's Donald P. Bellisario College of Communications — University Park, Pa.
Teaching Assistant — Jan. 2022 -- May 2022

- Assisted in leading a section of COMM 460W, an upper-level reporting course at Penn State

SKILLS

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