Jake Wade

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OCCUPATION

July 2006 - Present, WMAZ-TV/CBS Macon
News Convergence Coordinator, Digital

- Manage and maintain 13WMAZ's web site and mobile applications as part of the Digital team
- Write and edit news articles and video for the web, utilizing best SEO practices
- Provide guidance to reporters and producers on writing news for digital platforms
- Wrote, maintain "Web Writing Guide" reference document of AP style writing standards, tips, and reminders for reporters and producers
- Design graphics such as shareable social media images, infographics, promotional spots, and page elements
- Maintain social media profiles including planning, creating posts, moderation and reporting
- Manage and grow station's YouTube channel, currently at 58K subscribers
- Devise strategies for growing web traffic and engagement
- Provide and analyze website and mobile traffic data

EDUCATION

June 2012 – August 2016, Savannah College of Art and Design

- Master of Interactive Design and Game Development (MA).
- Major academic course highlights: Computer Illustration; Game Design Documentation; Website Design and Management; Character Development; Visualization/Concept Storyboarding

August 2000 - May 2005, Macon State College

- Bachelor in Information Technology – Multimedia (BS).
- Focus on graphic design, web design, and desktop publishing

August 2000 - May 2005, Macon State College

- Associate in Fine Art (AA)
- Emphasis on illustration, life drawing, and mixed-media design

August 1995 - June 1999, Northside High School

- Completed College Preparatory track

AWARDS

2022 Georgia Association of Broadcasters Award Winner
Best Online Produced Story

- Won for "How a Bibb Sheriff's Office decision delayed rescue of bludgeoning victim hours after 911 call," an in-depth investigative report

2021 Georgia Association of Broadcasters Award Winner
Best Online Breaking News Coverage

- Won for overall excellence in presentation and content on 13WMAZ.com

2013 Georgia Association of Broadcasters Award Winner
Best Website

- Won for overall excellence in design and content on 13WMAZ.com

2010 Associated Press Award Winner
Best Web-Based Story

- Won for "The Mayor's Report Card," an interactive special coverage web page and extension of on-air investigative reporting

COMPETENCIES & INTERESTS

Coding: HTML, HTML5, XHTML, CSS, CSS3, JavaScript, Bootstrap, Foundation

Applications: Adobe Photoshop, Dreamweaver, Illustrator, InDesign, GameMaker Studio, Omniture/SiteCatalyst, Google Analytics, Facebook, Twitter, TweetDeck, Instagram, Chartbeat, CrowdTangle, Microsoft Word, PowerPoint, FTP

Expertise: AP Style writing standards, website design, graphic design, traditional and digital art techniques, SEO. Creative team player with 16+ years of experience in web design and graphic design, from conception and design to implementation and maintenance.

Personal Interests: Drawing, graphic, character, and web design, game development, technology, music, video games, comics, anime