

Peter Gordon

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Portfolio link: <https://peter-j-gordon.com/>



MEDIA EXPERIENCE

Writer/Reporter/Al Content Editor, *(November 2022 - Present)*

NewsXPartners | Remote

- Write 800-1200 word articles regarding health and nutrition.
- Utilize SEO best practices and incorporate keywords into articles to generate organic traffic.
- Work within deadlines to submit quality work on time.
- Extensively research topics to provide valuable insights to an inquisitive, information-driven readership.
- Edit AI-generated content to ensure writing quality and information accuracy.

Fellow/Creator, *(May 2021 - August 2021)*

NewsBreak | Remote

- Pitched local news story ideas every week.
- Used keen news sense to identify stories important to Boston communities.
- Located sources and interviewed them
- Helped other fellows from all over the country improve their story ideas and offered suggestions during weekly pitch meetings.

Social Media Marketing Intern, *(May 2021 - August 2021)*

Art of Living, PrimaMedia Inc | Remote

- Created posts across Facebook, Twitter, and Instagram to grow the podcast listenership and personal brand of Maria Liberati
- Created and maintained a calendar for social media posts on Hootsuite, ensuring that posts were scheduled during high social media engagement times.
- Developed strategies for better utilizing social media at weekly meetings.
- Organized monthly giveaways of products promoted by the podcast and blog, as well copies of books from Maria Liberati's cookbook series.

ADDITIONAL EXPERIENCE

Dog Daycare Manager/ Dog Walker/ Social Media Specialist,

(September 2013 - August 2022)

D'Tails Pet Boutique | Boston, Massachusetts

- Facilitated dog boarding while maintaining the customer database and boarding calendar.
- Engaged pets in play, going for walks in the park, socializing, and grouping dogs based on size and behavior type.
- Updated pet owners regularly with pictures to establish rapport and ensure a successful customer relationship.
- Created social media posts to promote the company's products and services and grow its brand.

Risk Analyst/Security Agent, *(August 2017 - February 2019)*

Circle | Boston, Massachusetts

- Communication and customer service, Security Agent for Hacked or Compromised Accounts; Security Agent for 2FA Disable Requests; Risk Analyst for Initial Verification

EDUCATION

Master of Arts, Journalism,

Emerson College, Boston,
2021

Certificate, Digital Marketing and E Commerce

Google, 2022

Certificate, Journalism

University of Massachusetts, Amherst, 2020

Bachelor of Arts, English

University of Massachusetts, Boston, 2013

JOURNALISM SKILLS

Multimedia storytelling,
Reporting, Field Work,
Interviewing, Long-form and
short-form writing, Proofreading,
Photography, Shooting and
editing video

SOCIAL MEDIA SKILLS

Twitter, Instagram, Facebook,
TikTok, LinkedIn, Hootsuite

TECHNICAL SKILLS

Microsoft Office, Word-press,
Final Cut Pro, iMovie,
Adobe Audition, Tableau