

Michael De Leon

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PROFILE

I'm hardworking, organized and I have a passion to learn and hunger to improve myself. I have a myriad of talents, mostly self-taught, and I would love to apply those for an employer looking to hire someone that is proactive and always looking to learn something new. Because of my passion for learning, I am armed with education and working experience in writing (blogging or journalism), graphic design, web design, new media and social networking.

EXPERIENCE

Graphic Artist, San Marcos Daily Record

2005-2010

Designed retail advertising, spec ads, daily newspaper pages and special sections. Oversaw planning and organization of Hill Country Record and Real Estate Guide and executed weekly production. Coordinated day-to-day advertising manifest with supervisor and assured that correct ads were scheduled and run in daily editions of newspaper. Directed to lead a team by publisher to attend webinars, learn new software and implement new web content management system and online advertising system. Taught advertising and editorial staff new systems.

NBA Content Director, Most Valuable Network

2007-2008

Managed NBA staff, recruited new talent, produced original and quality content daily with a team of writers for MVN Sports Blogging Network. Coordinated special coverage and implemented interactive NBA coverage through live blogging/chats and podcasts. Promoted written and multimedia content through a variety of social networks.

Web Editor/Writer, Newstreamz San Marcos

2006-2008

Served in several positions for new hyperlocal news startup in San Marcos, TX. Took design sketches and feature requests and built news website within WordPress CMS framework from scratch to allow for auto-updating sections and features. Also designed and implemented community video section, events calendar and classifieds system. Once all design work was done and all feature requests were filled and site passed bug tests, I was tasked with writing local sports stories until contract expired in 2008.

Organizer, Podcamp San Antonio

2007-Current

Co-organized the first free new media unconference in the State of Texas the last four years. Obtained sponsorships, assisted in overall conference planning, put together conference website, logos, shirts, badges and other materials.

Owner/Editor, ProjectSpurs.com

2004-2010

Started San Antonio Spurs website that has now grown to a blog and podcast with 10-12 posts per week, one podcast per week, one live show per week and now a Spanish podcast and video content. Mentioned and linked to by ESPN, Yahoo's Ball Don't Lie and Deadspin and the San Antonio Express-News. Formed content syndication partnerships with MySA, La Prensa, Alamo City Times, Blogburst and 210TV. Use a variety of social networking services for marketing and promotion and have grown and foster a tight-knit niche group of loyal fans, readers and listeners. Started as a two-person operation and have now recruited writers and multimedia/producers/editors to make up a nine-person staff. Formed several partnerships and have built relationships with several other high-profile NBA and sports bloggers.

EDUCATION

Austin Community College - XML, Programming Courses

Northwest Vista College - Multimedia Specialist Program

San Antonio College - Journalism Program

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SKILLS

Programming languages: HTML, CSS, JavaScript, PHP, MySQL, XML.

Server-side software: WordPress, Joomla, TypePad, ZenCart, Cpanel, PhpBB, Google Hosted Services.

Software: Adobe Creative Suite (Photoshop, InDesign, Illustrator, Soundbooth, Premiere, Dreamweaver), Final Cut Express, iMovie, Soundtrack Pro, Logic Express, LiveType, iLife and iWork suites, Microsoft Office, Peak Pro, MultiAd Creator Pro, Quark XPress. Most graphics, multimedia and productivity software.

REFERENCES

Jennifer Navarrete - Social Media Consultant/Owner, Brewing Media
epodcaster@gmail.com

Karen Ray - Creative Director, San Marcos Daily Record
512-392-2458 - kray@sanmarcosrecord.com

Sarah Guerra - Co-owner, Super 8 Hotel
210-454-6295 - ooowww86@gmail.com

Scott Gregson - Owner, Newstreamz Media
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