

Debbie Emery

Venice, CA

Ph: 310-429-6878 /// Debbie@debbieemery.com

EXECUTIVE SUMMARY

Accomplished and respected editor, writer, social media manager and web producer for major media outlets across online, broadcast and print, seeking a senior level position that harnesses my diverse editorial and digital experience. Extensive expertise creating content and overseeing editorial in such areas as sports, fitness, health, travel, entertainment and news for publications including Hollywood Reporter, TheWrap, Equinox's Furthermore, LAX Magazine, #FlyWashington, Self, Bleacher Report, NFL.com, RadarOnline, Daily Mail and In Touch Weekly.

THE WRAP

Senior News Editor

September 2014-present

- Manage a staff of 15 reporters/ writers across three different time zones assigning articles and breaking news; edit all content to ensure accuracy, proper AP style and correct grammar, while mentoring green journalists. Identify relevant stories and demonstrate solid news judgment.
- Cover all aspects of sports news, features and media stories; provide on-location reporting from major events such as Super Bowls, ESPY Awards, X Games, CrossFit Games, espnW: Women + Sports Summit, and NBA All-Star.
- Conduct on-camera interviews both on location and in the studio with Hollywood stars and sports talent.

GRONK NATION

Editorial Manager/Head Writer

July 2016-present

- Write and create digital content to promote New England Patriots tight end Rob Gronkowski's personal and professional brands, including articles covering Boston sports news, the Patriots, Gronk Fitness, the Gronk Youth Foundation and Rob Gronkowski's TV, entertainment and hosting appearances.
- Handle Rob Gronkowski's official Facebook page, build social media strategies with management team.

FREELANCE JOURNALIST

FURTHERMORE FROM EQUINOX

- Write, research and conduct interviews for Equinox's Furthermore site, focusing on athletic training, sports, travel, wellness and health. Recent features have included interviews with NFL/NBA/NHL players and coaches, Grand Slam tennis players, Tour de France cyclists, pro surfers and jockey trainers.

TEN THIRTY MEDIA – LAX MAGAZINE, AIR CHICAGO, #FLYWASHINGTON MAGAZINE

- Write and research travel articles about domestic and international destinations, interview sports and entertainment personalities for travel-related cover stories.

SELF MAGAZINE

- Researched and wrote diet, fitness, travel, fashion, beauty and style stories for a national health and fitness publication published by Conde Nast and with a circulation of over 500,000.
- Interviewed celebrity trainers, fitness experts and nutritionists for features, and coordinated photo shoots.

ESPNW

- Created unique and compelling digital content aimed at female sports fans about female athletes.

THE HOLLYWOOD REPORTER

Night Editor

Dec 2013-Aug 2014

- **Content Creation/Editorial:** Spearheaded all sports content for HollywoodReporter.com including securing exclusive interviews/photo shoots with star athletes such as LeBron James, Rob Gronkowski, Tim Tebow, Tom Brady and the Los Angeles Kings; broadcast network CEOs at ESPN, NBC, Fox, CBS and Turner; experts in the field and on-air hosts like Bob Ley, Erin Andrews, Stuart Scott and Josh Elliott, while covering a wide range of sports including NFL, MLB, NBA, NHL, soccer and the Triple Crown.
- **Business Development:** Increased sports content on the website by 100 percent with features, breaking news, insider insight, photo galleries, and video footage. Created multi-platform content across the THR website, social media and in the magazine.
- **Prime-Time Sports Coverage:** Provided complete, accurate and compelling coverage of major sporting events such as the Super Bowl, Stanley Cup Finals, Olympics, ESPY Awards, Kentucky Derby, SXSW Sports and the World Cup, including on-location reporting.
- **Website Management:** Managed the THR website during the evenings editing stories; reporting on breaking news and legal cases; prioritizing content; monitoring traffic sources; supervising reporters and writers; managing all issues that related to the online platform, while handling a heavy volume of stories.
- **Television Coverage:** Represented The Hollywood Reporter in live television interviews with national and international news outlets such as Good Morning America and Sky News.

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DAILYMAIL.CO.UK

News Reporter

Los Angeles, CA
May 2011- Dec 2013

- **Content Creation:** Researched, wrote and reported on international news, celebrity features, sports, lifestyle, entertainment for the largest English-language newspaper website in the world.
- **Photography:** Coordinated closely with photography department to select imagery and pictures with the emphasis on getting a large number of images onto the web immediately to drive traffic.
- **Website Management:** Uploaded content, images, headlines and SEO details into CMS for clickability.

RADAR ONLINE

Senior News Reporter/Senior Editor

Los Angeles, CA
May 2010-May 2013

Breaking News: Became the go-to source for all news, crime and sports with exclusive and up-to-the minute coverage of world events such as the Sandy Hook shooting, Penn State sex scandal and Boston Marathon bombing.

- **Business Development:** Identified newsworthy content and prioritized stories for highest interest to maximize website traffic.
- **Source Development:** Developed a strong, reliable stable of reporters, sources, contacts and experts. Built rapport with those at the heart of the story to create trusting relationships that ensure ongoing coverage.
- **Video Creation:** Filmed, edited and produced video, on-camera interviews and streaming footage.
- **Copy:** Maintained consistent writing style with RadarOnline.com's editorial policy and proofread copy.

NFL.COM

Contributor

Los Angeles, CA
August 2010- February 2011

- Researched, wrote and reported breaking news, play-by-plays and game reviews for the New England Patriots Blog Blitz on NFL.com.
- Conducted interviews with coach Bill Belichick and players including Tom Brady and Vince Wilfork during the NFL UK game in London. Took part in live online discussions and analysis during the games.
- Monitored wire feeds to ensure the latest New England Patriots news appeared on the site.

BLEACHERREPORT.COM

Sports Editor/Freelance Writer

San Francisco, CA
Feb 2010- Jan 2011

- Edited copy and content for a national sports website with seven million monthly readers.
- Offered editorial advice and guidance to writers, contributors and aspiring sports journalists.
- Researched and wrote sports articles and game reviews, primarily those covering the NBA and NFL.

IN TOUCH WEEKLY MAGAZINE

West Coast Lifestyles Editor

Los Angeles, CA
Jan 2003- Feb 2009

- Researched, wrote, reported on and conducted expert interviews for cover stories, features and weekly health and lifestyle columns for a national celebrity magazine, with a weekly circulation of 1.5 million.
- Independently researched, reported and wrote diet and fitness cover stories, often on very tight schedules.
- Conducted celebrity interviews on-set, at premieres, and on the red carpet; coordinated exclusive photo shoots with publicists; interviewed major celebrities such as Nicole Kidman and Leonardo DiCaprio.
- Assigned coverage and trained freelance reporters and editors; edited all copy and coordinated visuals.

EDUCATION

M.A., Journalism, Sheffield University, United Kingdom

1998

B.A., Philosophy and History, Sheffield University, United Kingdom

1995

SKILLS Technical: PC and Mac proficient; MS Office; PhotoShop; QuarkXPress; InDesign; HTML; CMS (including Drupal, WordPress), video editing/production and podcasts.

Style Manuals: Familiar with the Associated Press Stylebook and the Chicago Manual of Style.