

Shep McAllister
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WORK EXPERIENCE:

Feb. 2013 - Present

Gawker Media

College Station, TX

Senior Commerce Editor - December 2014-Present

- Serve as the main writer for Kinja Deals, one of the most popular deal sites on the web
- Coordinate, organize, and cull deal details from various third party sellers
- Manage and grow Kinja Deals' social media platforms, with over 150,000 combined followers
- Track conversion rates, revenue, and other stats from Amazon and other affiliate partners

Commerce Editor - September 2013-December 2014

- Write deal roundups on apps, gadgets, and services, primarily for Lifehacker's audience
- Engage in conversation with Lifehacker's readers about deals and retailers
- Promote deal roundups on social media, and in the site's comment section

Lifehacker Weekend Contributing Editor - February 2013-September 2013

- Write and post 15 articles on Lifehacker.com every weekend. Responsibilities include finding ideas, writing articles, crafting headlines, creating images, and formatting posts within Gawker's custom CMS

Jan. 2009 - May 2013

Spurs Sports & Entertainment

San Antonio, TX

Interactive Content Coordinator - October 11 - Present

- Create interactive multimedia and social content for Spurs.com which has helped the site achieve 20 million annual page views, a top 10 league ranking in video streams, and a top 5 league ranking for online ticket revenue
- Cover Spurs events in the community by taking photos and creating exclusive video packages, which have pushed the site into the top 10 in the league of video streams
- Plan strategic direction for Spurs, Silver Stars, and SpursU Twitter, Facebook, and Instagram accounts
- Serve as initial point of contact for all external communication submitted through website, an essential part of our service initiative which has resulted in the most-satisfied fans in the NBA, according to a league-wide survey

Internet Services Specialist - January 09 - October 11

- Captured and edited exclusive videos and photos to post to team websites
- Moderated in-game live chats to increase fan engagement

Feb. 2010 - December 2011

HackCollege.com

Editor in Chief - July 10 - December 11

- Managed seven-member writing staff and coordinated all content on student productivity blog HackCollege.com, leading to a doubling in average site traffic during my tenure
- Prepared guest posts for other sites, including Lifehacker, the Google Docs blog, and Huffington Post,

Blogger - Feb. 10 - December 11

- Wrote and filmed regular features for HackCollege.com
- Covered relevant events around the country, including SXSW, CES, and the Microsoft Imagine Cup

SKILLS:

- Excellent writing skills and firm grasp of AP style as well as the principles of blogging
- Strong amateur photographer and drone pilot
- Proficient in Microsoft Office, Photoshop, Pixelmator, Final Cut, Dreamweaver, Adobe Illustrator, Google Analytics, Omniture, HTML, CSS, Wordpress, and Drupal

ACHIEVEMENTS AND COMMENDATIONS:

- 2010 AEJMC Student Magazine Writing competition - 2nd place in travel article category
- Recipient of 2011 Richard H. and Diane K. Gentry Award from the Trinity Communication Department
- Presented paper on Facebook and political participation at 2010 PSGSA Student Conference in Houston.
- Recipient of Trustee's Scholarship at Trinity University

EDUCATION:

Trinity University

San Antonio, TX

- Graduated December 2011 with degree in Communication and Political Science and 3.8 GPA