

William Chase

Richmond, VA

wchase1030@gmail.com | LinkedIn | williamgchase.com

Skills

Constant Contact, Email Marketing, WordPress, and Media Relations experience, Communication liaison and experienced point-of-contact, Communicating with customers in crisis-management situations, Multitasking multiple projects

Education

Longwood University, Farmville, VA

Bachelor of Arts in Communication Studies, Concentration: Public Relations, May 2013

Work Experiences

EAB, Richmond, VA Mar. 2018 – Present

Digital Deployment Specialist

Cubs Insider Feb. 2018 – Present

Staff Writer

- Cover the Chicago Cubs, providing analysis and editorials, game previews, and recaps

SB Nation - The Cannon, VA

Aug. 2017– Present

Staff Writer

- Covers the Columbus Blue Jackets for SB Nation's Jackets Cannon
- Publish editorials featuring player analysis, game previews, and recaps
- Create GIFs for @CBJCannon official Twitter
- Articles featured on NBC Sports, Columbus Blue Jackets Bleacher Report

FanSided - Cubbies Crib, VA

May 2017 – Feb. 2018

Senior Staff Writer

- Cover the Chicago Cubs for Cubbies Crib, one of the top five monthly FanSided Networks that has reached an all-time high 7 million views in 2017
- Publish editorials featuring player analysis, game previews, recaps, and team transactions
- Propose topics and create content that is interesting and relevant to Chicago Cubs fans
- Articles reach between 3,000 and 5,000 views on average
- Achievements: Articles reach between 3,000 and 5,000 views on average, Named Writer of the Month for August 2017, Named Senior Writer Oct. 2017, Named Writer of Year for 2017

Augusta GreenJackets, Augusta, GA

Feb. 2016 – Sep. 2016

Media Relations & Marketing Intern

- Acted as lead communication liaison working with local and national media outlets to develop stories, interview segments, and maximize publicity of the Augusta GreenJackets
- Increased online social following by 25% with campaigns, contests, daily postings, and live in-game updates
- Expanded web marketing presence with the creation of digital content promotions, flyers, and newsletters
- Published press releases and 70 game recaps to increase exposure and public awareness of all events at Lake Olmstead Stadium
- Conducted interviews and research featuring player analysis and stories for Play Ball program
- Captured action shots and POP photos and built database for future print and digital usage