

William Chase

Richmond, VA

wchase1030@gmail.com | LinkedIn | williamgchase.com

Work Experience

SB Nation - The Cannon, Aug. 2017 – Present

Staff Writer / Podcast Co-host

- Writes weekly feature articles about the Columbus Blue Jackets for SB Nation's The Cannon
- Publish editorials featuring player analysis, game previews, and recaps
- Creates content for @CBJCannon official Twitter
- Co-hosts weekly podcast, "The Cannon Cast" analyzing latest Blue Jackets and NHL news
- Articles featured on NBC Sports, Columbus Blue Jackets Bleacher Report

EAB - Richmond, VA, Mar. 2018 – July 2019

Digital Deployment Specialist

- Ensured and executed the efficient deployment of outbound email campaigns for our higher education clients
- Managed the day-to-day production of multiple email marketing campaigns while setting priorities, meeting deadlines and reporting on progress
- Performed quality checks to ensure emails are CAN-SPAM compliant and email links function correctly to ensure scheduled deployments
- Worked closely with Digital Marketing Strategists to help develop strategies and best practices and client account teams to support the client's overall marketing strategy objectives

FanSided - Cubbies Crib, May 2017 – Feb. 2018

Senior Staff Writer

- Covered the Chicago Cubs for Cubbies Crib, one of the top five monthly FanSided Networks that reached an all-time high 7 million views in 2017
- Published editorials featuring player analysis, game previews, recaps, and team transactions
- Articles reached between 3,000 and 5,000 views on average daily
- Achievements: 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

Education

Longwood University, Farmville, VA

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