

REGAN HUSTON

Crafting digital strategy across all social platforms



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reganhuston.com

EXPERIENCE

NowThis, Aug. 2021 - Present

Social Media Manager

- Write witty copy for 20+ videos a day on strict deadlines across all platforms, focusing on SEO and collaborating with editorial team
- Accelerate audience growth to increase subscriber count by 60% in one year by writing intriguing, SEO-driven headlines & thumbnails
- Pitch & create assets for a 365-day rolling content calendar on the Community Tab, earning 100M+ impressions per month
- Conducted A/B tests to develop & implement a new publishing strategy for the NowThis YouTube channel that increased views by 116% year-over-year

VICE Media Group, Aug. 2019 - Aug. 2021

Associate Video Strategist, Aug. 2020 - Aug. 2021

- Developed and executed a global publishing strategy for all video content across VICE Digital and VICE TV teams
- Scheduled and published 10-15 videos a week across all VICE social media platforms to generate high engagement with existing and new audiences
- Crafted SEO headlines and high-resolution thumbnails that increased views by 30% every month for the VICE News YouTube channel
- Gathered analytical insights and collaborated daily with Digital and News producers to pitch strategy-oriented content

Social Innovations Intern, Aug. 2019 - June 2020

- Brainstormed, wrote and produced content weekly for VICE Snapchat Discover channel, launched a new series on the platform
- Completed an exclusive brand deal with Pinterest while increasing video impressions by more than 300% for i-D and MUNCHIES Pinterest accounts
- Developed and launched TikTok accounts for VICE and MUNCHIES

Missouri Info. Corps, April 2020 - Aug. 2020

Digital Strategist

- Gathered COVID-19 updates from rural communities to create a state-wide database for all Missouri outlets to access
- Collaborated with reporters to produce videos, photos, audiograms and infographics for text stories
- Designed and launched the website and social media strategy for the newsroom

BuzzFeed, Jan. 2020 - May 2020

Audience Development Consultant

- Developed business proposal for conducting a Gen-Z audience research project that would create highly engaging content for an emerging demographic
- Created a survey and focus group to understand Gen-Z content preferences, collected 400 responses in one week
- Synthesized primary and secondary research to create Gen-Z personality profiles and content suggestions for BuzzFeed's digital team

Radio Health Journal, May 2019 - Aug. 2019

Associate Producer

- Pitched original radio segment ideas based on scientific research
- Reported and produced long-form health and science stories for 500 radio stations
- Synthesized raw, numerical data to create Medical Notes in a journalistic fashion

EDUCATION

University of Missouri-Columbia

B.J. in Convergence Journalism

Minor: Business

Graduation: May 2020

GPA: 3.89/4.0

SKILLS

- Adobe Creative Cloud
- AP Style
- WordPress
- Asana
- Airtable
- Giphy
- Youtube Studio
- Twitter Library
- Facebook Creator Studio
- Video Shooting
- Audio Recording
- Post Production Editing
- Problem Solving
- Fact Checking
- Time Management
- Leadership
- Organization

AWARDS

Kappa Tau Alpha

magna cum laude

Missouri Journalism Scholar

MU Honors College Student

Youtube Content Ownership

Certification