

M. Ryan Watkins

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Technical Skills

Extensive experience with Microsoft Office, Adobe Photoshop, Dreamweaver, HTML, CSS, WordPress, Google Analytics, Content Management Systems and social media trends

Professional Experience

Editor – TheRallyBlog.com

Atlanta, Georgia – May 2009 to present

- Built and customized motorsport blog using WordPress content management platform (<http://www.therallyblog.com>).
- Publish daily posts pertaining to North America rally racing with interviews, photo galleries and links to relevant content.

Web Content and New Media Manager – Window Media, LLC.

Atlanta, Georgia – February 2008 to November 2009

- Provided daily updates to company's family of news related websites via a custom content management system (<http://www.window-media.com>).
- Constructed custom e-mail campaigns for variety of local and nation-wide clients and advertisers.
- Administered new media initiatives through web services such as Facebook, Twitter, MySpace, YouTube and similar sites.

Web Editor – Talent Zoo

Atlanta, Georgia – October 2007 to February 2008 (*Contract*)

- Responsible for creating and maintaining editorial content for company's affiliated websites using a custom content management system (<http://www.talentzoo.com>).
- Managed and actively recruited content contributors for a variety of media-related digital web-specific publications.
- Created, implemented and optimized mass mailing e-mail strategy.

Web Editor – WRC.com (International Sportsworld Communicators)

London, England – January 2006 to August 2007 (*In association with RallyWorld Magazine*)

- Responsible for creating, editing and updating editorial content for the official website of the FIA World Rally Championship (<http://www.wrc.com>).
- Edited raw event and profile photographs for web publishing.
- Managed members of editorial and language translation teams.

Content Editor – RallyWorld Magazine

Atlanta, Georgia – February 2005 – December 2008

- Contributed technical and feature articles for the official publication of the FIA World Rally Championship.
- Performed top-edits, proofs and rewrites of all written content for print publication.
- Wrote and edited web-specific articles and blogs (<http://www.rallyworldmagazine.com>).

Education

Georgia Perimeter College
Lawrenceville, Georgia
August 2004 – January 2006

Tri-County Technical College
Anderson, South Carolina
January 2003 – January 2004

Interests

Rally racing, blogging, English Premier League soccer, photography and new media technology