



Grayson J. Weir

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Education

University of Mississippi

B.A. in Journalism - Print and Integrated Marketing Communications Emphasis
Minor in Anthropology - Social and Cultural Emphasis

University, MS

2014-2018

Experience

ESPN: The Worldwide Leader in Sports

Social/Viral Content - Intern

Bristol, CT

June 2018 - August 2018

- Work alongside account managers to handle centralized accounts and produce on-brand content to engage followers

Daily Mississippian

Sports Co-Editor

Oxford, MS

April 2017 - April 2018

- Oversee a staff of writers, edit content, and produce local sports content for The Daily Mississippian both online and in print

CBS2/KCAL9 Los Angeles

Sales Marketing - Intern

Studio City, CA

June 2017 - August 2017

- Designed promotional packages and recaps for top CBS clients (ie: Honda, Legoland, Del Taco)
- Created web copy, rules, and recaps for network contests (ie: watch-to-win, text-to-enter)
- Worked closely with on-air talent to produce promotional pieces for Los Angeles local news

OMNI Online (Now NOMAD Agency)

Digital Media Marketing - Intern

Torrance, CA

June 2016 - August 2016

- Built and executed social media strategy through competitive research, platform determination, benchmarking, messaging and target audience identification
- Identified and established relationships with key influencers on behalf of clients in order to create buzz, amplify reach, and support initiatives
- Studied analytics, measured results and offered suggestions and actionable next steps to improve the overall strategy to best reach client goals

Redline Detection

Digital Content and Social Media - Intern

Orange, CA

May 2016 - June 2017

- Created the company's first ever social media plan for 90 days, setting a basis for the future
- Learned a new industry and how to connect to a new and unique audience outside of direct consumers

John Young for Lieutenant Governor

Digital Content and Social Media - Intern

New Orleans, LA

May 2015 - September 2015

- Gained extensive knowledge of local and regional hot button issues from various political viewpoints and scenes
- Explored a thorough understanding of media communication, digital content, effective marketing & media platforms, and the creation of digital content
- Managed the candidate's presence on social networking sites (Facebook, Twitter, etc.) and monitored effectiveness by utilizing analytics

Skills

- Microsoft Office Suite
- Google Analytics
- Adobe Creative Cloud (InDesign, Photoshop, Premiere, Lightroom)
- Punctuality
- Leadership
- Social Media Proficient (Facebook, Twitter, Instagram, Snapchat, Tumblr, Reddit)
- Content Marketing
- Proofreading/Editing
- Wordpress / CMS
- Conversant Spanish
- Community Journalism
- Customer Relationship Management
- AP Style
- Photojournalism
- Mobile Marketing