



DAVID COOK

EDITOR AND CONTENT SPECIALIST • BOULDER, CO, 80305 • (612) 272 9402

• DETAILS •

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• LINKS •

[Linkedin](#)
[Multimedia Portfolio](#)

• SKILLS •

Effective Time Management
Communication Skills
Content Writing
Editing and Proofreading
Content Research & Development
Content Management
Editing Video
Digital Photography
Account Management

• PROFILE •

Innovative and driven Editor and Content Specialist with over 6 years of experience creating compelling content across multiple media platforms. I am a pragmatic person with a passion for detail oriented, creative writing. I pride myself on my ability to adapt content messages for multiple audiences across multiple platforms, delivering consistently entertaining and captivating content.

• EMPLOYMENT HISTORY •

• Training Program Manager at Japango, Boulder

2018 — 2021

- Assisted with recruitment and training of new employees, while also monitoring the productivity of current employees.
- Redesigned and implemented a Server Training Program, making it more dynamic and robust.
- Developed unique content for company websites to improve presence and brand awareness.
- Worked to assess competing websites in regards to content, look, and feel.
- Acted as a direct liaison with clients.
- Monitored the performance of sales team members and worked to increase team morale and motivation.

• Video Ambassador at International TEFL Academy, Thailand

2018 — 2019

- Managed the International TEFL academy Instagram account.
- Served as a video editor for the ITA, editing and posting videos to the ITA social media accounts recounting experiences in Southeast Asia in the Spring of 2018.
- Captured visual content and edited general assignment stories for multiple platforms.
- Traveled to location to write reviews from firsthand experience.
- Created dynamic content for Instagram.

• Producer - Video Editor at CU Newscorps

2015 — 2017

2016 -17 Project: Long-form Documentary - “¿Cómo fue? A Cuban Journey.”

- Managed a team of undergraduate students who produced a long form documentary on-site in Cuba.
- Supervised a team on the ground while traveling to locations throughout Cuba to acquire video assets for the film.
- Completed production on time.
- Achieved multiple accolades at film festivals around the country.

2016 Project: Audio Story - "Investigating Immigrant Detention"

- Investigated, researched and produced an audio story focused on an immigration detention center in Aurora, Colorado, which is now featured content for the CU Newscorps website.

2015-16 Project: Short-form Documentary - "Taking the Lede"

- Led a production team of journalists from concept to completion of this award winning documentary.
- Presented this documentary, at the National Convention for Young Journalists in Denver, Colorado.
- "Taking the Lede" achieved the Best of Competition Award in the Broadcast Education Association's 2015 Festival of Media Arts competition.

• **Specialist at Apple Inc., Boulder**

2014 — 2015

- Worked to ensure a positive and hassle-free customer experience.
- Settled any customer disputes in a professional and pleasant manner.
- Delivered exceptional customer experience by staying up to date on the latest market trends, standard practices and compliance requirements in technology.
- Educated guests on new devices and the most effective use of apps to increase adoption rates and drive sales.
- Successfully managed communication with service providers to resolve issues effectively and in a timely manner.
- Consulted with guests to understand their needs and pair them with the perfect machine to fit their business/family.

• **Certified Bartender Trainer at Bubba Gump Shrimp, Multiple Locations**

2010 — 2014

- Successfully led a team of bartenders on in a high-volume location where we consistently received customer satisfaction ratings of 100%.
- Communicated with the logistics and operations departments to drive efficiency and productivity.
- Responsible for interviewing, hiring and training staff on bar practices, customer service standards and productivity strategies.

• **Managing Editor at The Tower: GU Student Publication, Lamoni, IA**

2007 — 2010

- Successfully led weekly editorial meetings to generate publication ideas and review staff recommendations.
- Directed a team of 12 editors, journalists, writers, photographers and other contributors.
- Developed and deepened positive relationships with writing, design and production team members.
- Supervised writers in maintaining their voice while eliminating issues with factual accuracy, grammar and spelling.
- Traveled to location to write reviews from firsthand experience.
- Researched potential news or feature stories for timely and quality distribution to public.
- Wrote factually correct, concise and engaging news stories within tight deadlines.

 **EDUCATION**

• **MA in Journalism: Media Studies , University of Colorado at Boulder**

2014 — 2017

Dissertation: Big Data and Persuasion - The Death of Agency, the Evolution of Influence, and the Rise of Trump.

• **BA in English: Cultural Studies, Graceland University**

2006 — 2010

 **COURSES**

• **International Certification to Teach English as a Foreign Language, International TEFL Academy**

2018 — 2018