

**Sandra J. Gadsden**  
5345 16<sup>th</sup> Court S, St. Petersburg, FL 33712  
(727) 433-4723  
sandijgadsden@gmail.com  
linkedin.com/in/sandra-gadsden-897b034/

## **Summary of skills and abilities**

- More than 10 years experience in organizational management/leadership.
- Exceptional editing, team building, organizational and communication skills
- More than five years experience in content writing, SEO and social media.
- Solid understanding of HTML, CSS and other tools
- Ability to create landing pages and maintain brand websites.
- Proven knowledge of best practices for email marketing and data analytics
- Ability to learn quickly, self-teach and adapt quickly to changes.

## **Experience**

**June 2017 to October 2017:** Digital Content Specialist (contract) at Johns Hopkins All Children's Hospital. In this temporary role, I was responsible for communicating the hospital's brand to external and internal audiences across multiple platforms. Duties include researching, writing, editing and maintaining content for hospital and affiliated Internet and intranet sites. Master the content management system Kentico in an effort to collaborate internal and external writers, marketing liaisons, graphic artists and department staff to develop content that is relevant and timely.

**December 2015 to Present:** Freelance content writer, editor/consultant. Worked on multi-platform projects including rating data for third party organizations.

**April 2014 to June 2015:** Executive director of the Edible Peace Patch Project. The director leads a staff, including 30 interns and volunteers (during the school year), and is responsible for the day-to-day operation of the organization. The program is currently in eight Title 1 schools and a community center. Duties include:

- Establish community partners in the business community
- Email marketing
- Master QuickBooks to produce financial reports for monthly board of directors meeting
- Write a monthly column for newsletter
- Edit and produce content for EPPP's newsletters, website and social media accounts
- Public speaking: Make presentations on behalf of the organization
- Write press releases, manage weekly blogs for each school garden project
- Produce internal and external communications for more than 50 garden education program interns and volunteers at four area colleges and universities
- Travel to state, regional and national workshops and conventions

**February 2012 to May 2014:** Senior web editor/columnist at the Tampa Bay Times: Duties include collaborating with content managers in the news division to present a strong digital presence on tampabay.com. Other duties included:

- supervising reporters in Tampa and St. Petersburg on Breaking News team

- Produce content for tampabay.com
- Create content and calls-to-action for the Times' social media accounts.
- Produce creative designs for homepage and other channels on tampabay.com
- Email marketing in the production for weekly newsletter Things To Do
- Collaborate with IT team to produce new products in an effort to reach readers on multiple platforms.
- Shepherd projects with graphics and photo team to ensure that our digital projects were SEO-ready for branding purposes.

**September 2004 to February 2012:** Assistant Metro Editor/columnist at the Tampa Bay Times: Supervised a team of reporters and correspondents for three editions. Since 2008, wrote a column focusing on city government, the arts and business.

### **Training/experiences**

**2012 to 2016:** Guest speaker/presenter for World Partnerships. In this voluntary role, I served as a presenter on matters of journalism and convergence for visiting foreign journalists who were guests of the U.S. State Department.

**2009:** Adjunct professor at the University of South Florida St. Petersburg. Taught the Advanced Journalism: reporting and editing to undergraduate and grad students. Also taught the finer points of building sources in underserved communities.

**2002:** Editor in residence, Grady College of Journalism at the University of Georgia

**Since 2001:** member of Chamber of Commerce's Leadership St. Petersburg

**2000 to 2013:** recruiter for the Tampa Bay Times news division at job fairs during national journalism conventions. In addition to interviewing potential candidates, I also served as a speaker on panels discussing trends in the industry.

**2000-2008:** Visiting faculty at the Poynter Institute for Media Studies for the Visual Edge and other Multimedia workshops.

**2000-2006:** Diversity facilitator training at the Newspaper Association of America. Served as a facilitator for the St. Petersburg Times' Diversity Awareness sessions.

### **Education**

**Bachelor of Arts:** South Carolina State University – Majored in Political Science with double minor in Business Administration and English.