



DAVE ISAAC

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EXPERIENCE

Philadelphia Flyers beat reporter, Courier-Post — 2013-2020

- Produced more than 3,300 pieces for both print and online platforms
- Used social media reach of more than 23,000 followers to drive traffic to online coverage and produced the second-most page views on staff from 2017-2019
- Responsible for creating and maintaining content calendar as well as publishing using proprietary content management system
- Content syndicated by several other Gannett properties, including USA TODAY

Digital producer, Courier-Post — 2012-2013

- Digitized staff's print stories using proprietary content management system and shared links using Twitter account (@cpsj) and Facebook page
- Grew Twitter following 200 percent, used Facebook to spark reader discussions
- Produced multimedia content including video, photos, galleries and written stories

Editor/Reporter, Philly Sports Daily — 2011-2012

- Served as Flyers beat reporter
- Edited and published all written copy and photos, and shared content using Twitter account (@PHLSportsDaily) and Facebook page
- Redesigned site in May 2011 using WordPress, which increased average daily traffic more than 500 percent

Multimedia Content Producer, Philly.com Sports — 2010-2011

- Recorded, produced, edited more than 100 videos for sports department
- Served as one-man-band for feature packages

Web developer, National Constitution Center — 2010-2011

- Maintained and developed website with information on new exhibits
- Liveblogged events, orchestrated livestream video to the Web

EDUCATION

Temple University, Philadelphia — B.A., 2005-2009

Broadcast Journalism—School of Communications and Theater

AFFILIATIONS

- Member of Professional Hockey Writers Association since 2011
- Member of Philadelphia Sports Writers Association since 2014