

# Jeff Laboon

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## EXPERIENCE

### Assistant Editor

WWE, Publications

Stamford, Conn., May 2013 — Present

- Pitch, report, write, and edit visually driven stories for the monthly magazine and digital editions
- Edit the magazine's front-of-the-book department, "Brawl," a section of pop culture-related articles, infographics, interviews, and timely stories
- Curate Tumblr, "Parts Unknown," and Twitter, @WWEMagazine, with posts based on trending topics
- Helm the annual WrestleMania special issue, from pitching and scheduling to editing and production
- Publish SEO-driven features and galleries on WWE.com
- Produce and edit content for the WWE mobile app

### Copy Editor

WWE, Digital Media

Stamford, Conn., April 2012 — May 2013

- Created style guide for the WWE Digital Media department
- Edited content appearing on WWE.com and the official WWE App, including articles, photo galleries, video playlists, and profiles, for grammar and WWE style
- Pitched, wrote and published SEO-driven features, such as lists and photo galleries
- Wrote profiles for talent, current and former, and updated their pages weekly

### Co-Founder and Editor-in-Chief

Extra Point Sports Magazine

Syracuse, N.Y., July 2010 — December 2011

- Launched, designed, and advertised a bi-weekly digital magazine and website (epsportsmag.com)
- Managed a staff of more than 40 students of varying experience levels
- Recruited and supervised all departments of the publication, including editorial, design, copy editing, research, and public relations
- Hosted a weekly 60-minute podcast on the latest events in sports
- Gained first-hand experience with running a new, not-for-profit publication and website

### Lead Sports Producer

The NewsHouse

Syracuse, N.Y., June 2011 — December 2011

- Assigned and edited beat articles and feature articles on deadline
- Tweeted and blogged regularly to increase the publication's coverage on breaking news, including game- and event-tweeting and coverage of SU's move to the Atlantic Coast Conference

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## EDUCATION

### Syracuse University, December 2011

S.I. Newhouse School of Public Communications, Syracuse, N.Y.  
Bachelor of Science in Magazine Journalism, Minor in Nutrition

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## SKILLS & PROGRAMS

- AP Style
- Chicago Manual of Style
- Lexis-Nexis Database
- ProQuest Database
- Microsoft Office
- Adobe InDesign
- Adobe Illustrator
- Adobe Photoshop
- Final Cut Express
- iMovie
- Soundslides Plus
- Basic Spanish
- Social Media
- Drupal
- Basic HTML
- Wordpress

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## AWARDS

- Graduated Magna Cum Laude, Dean's List, 3.7 GPA
  - 2011 John Mitchell Award for outstanding sports reporting as an undergraduate
  - ASME Internship Nominee
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