

Jeff Laboon

Detail-oriented content creator and editor with 9+ years of experience in a fast-paced sports environment; superb problem solver who excels in working interdepartmentally to create timely and engaging digital and social content.

(412) 877-9262
jefflaboon@gmail.com
linkedin.com/in/jefflaboon

EXPERIENCE

WWE, Stamford, Conn. — *Senior Content Editor*

FEBRUARY 2019 - PRESENT

- Edit copy and write headlines for multiple platforms and channels
- Oversee and program WWE's official Instagram channels, collaborating with Design, Photo and Video to engage 20M followers
- Produce video compilations, accumulating more than 117M impressions, 9M views, and 500,000 hours of "watch time" per week
- Execute sponsored content for brands like Snickers, Xfinity and Old Spice, in collaboration with the Sponsorships team, to engage 1 billion social followers
- Spearhead integration of department-wide content calendar

WWE, Stamford, Conn. — *Digital Content Editor*

AUGUST 2016 - FEBRUARY 2019

- Launched award-winning series for 4th most-viewed YouTube channel
- Programmed the WWE.com homepage based on real-time CTR

WWE, Stamford, Conn. — *Associate Content Producer*

AUGUST 2014 - AUGUST 2016

- Established news brand, WWE Now, writing and producing breaking news videos and recaps based on trending topics and events

EDUCATION

Syracuse University, Syracuse, N.Y. — *Magazine Journalism*

AUGUST 2008 - DECEMBER 2011

Graduated *Magna Cum Laude* from S.I. Newhouse School of Public Communications with a Bachelor of Science in Magazine Journalism and a minor in Nutrition.

SKILLS

Editing for grammar and style; social media management and best practices; SEO; headline writing; AP Style; Chicago Manual of Style; Microsoft Office; Adobe; Wordpress; HTML; content management; analytics based content strategy; storytelling; Spanish

AWARDS

Cynopsis Model D: Best New Series and Best Sports Web Series

W3: Silver for Video-Documentary Series; Silver for Online Video-Web Series, Brand Content Series; and Gold for Online Video-Comedy, Extended/Series

Cynopsis Best of the Best: Best Sports Related Documentary Series

Cynopsis Short Form: Comedy Series

2011 John Mitchell Award for outstanding undergraduate sports reporting