



JOE GULLO

DIGITAL CONTENT SPECIALIST

CONTACT

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EXPERIENCE

Digital Content Specialist

New York State Comptroller - Albany, NY

December 2019 - Present

- Analyzes and creates metric reports for management and web team
- Executes digital strategies for the agency's website, social media platforms, video and other marketing initiatives
- Assists with implementing changes to content and website layout
- Writes and updates social media and website content
- Tracks feedback on agency content on the web and social media platforms
- Creates and updates charts and dashboards using Tableau and Google Charts API
- Assists with UX design and accessibility for the website
- Utilizes automation tools like Power Automate and SharePoint to increase efficiency

Digital Content Manager

WTEN/WXXA - Albany, NY

April 2016 - December 2019

- Assisted news managers and news director in developing and implementing online news content strategies
- Managed and assisted web team in posting content to the station's website and social media sites
- Mentored and trained staff on the web
- Contributed to the station's website and social media accounts
- Ensured content was accurate and up-to-date
- Lead the team through multiple site migrations to different content management systems
- Built special landing pages for news, sales, and promotions

Digital Content Producer

WFFF/WVNY - Burlington, VT

February 2012 - April 2016

- Produced and managed content for the website
- Promoted content and special events on social networking websites like Facebook, Twitter, and Google+
- Created and managed the station's mobile app
- Created interactive content like maps, timelines, live-blogs for the web and mobile app
- Analyze website traffic data for news and sales department
- Coordinated digital content with reporters, producers, and meteorologists
- Created and implemented digital strategies



EDUCATION

Broadcast Journalism, BA

State University of New York at Plattsburgh - Plattsburgh, NY
August 2009 - December 2011

VOLUNTEERING

In my free time, I occasionally volunteer or raise money for the Regional Foodbank of Northeastern New York. I have volunteered off and on since 2021.

AREAS OF KNOWLEDGE



Content
Management
Accessibility



Content
Management
Planning



Interactive Content
**Interactive
Content**



Reporting
Data Analysis




Social Media
Conversational
Posts



Programming
Automation
and Coding

LANGUAGES

English 

Native

Dutch 

A1

French 

A2