

Justin Sablich / Digital Media Editor and Strategist

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Career Summary

10+ years experience as a digital editor, journalist and audience development manager

- Played vital role in integration of print and digital newsrooms at The New York Times
- Developed and implemented digital strategy for two editorial departments at The Times
- Managed team of web editors and producers while leading digital sports coverage
- Mastered audience development strategies, leading to significant growth in key metrics
- Strong editorial background in video production, reporting, editing

Specialties

- Social Media Strategy; SEO; Digital Strategy; Digital Project Management
- Multimedia Production; Editing; Writing; Sports and Travel Journalism

Work Experience

Senior Digital Editor (Sports and Travel)

The New York Times (nytimes.com) — 2/11 — 9/16

- Coordinated sections' digital report on all platforms (desktop, mobile, social)
- Devised social media strategy for Travel desk, including 52 Places to Go in 2016
- Increased travel page views by 34% and session duration by 75%; bounce rate down 50%
- Administered social strategy across all platforms, including event-specific accounts
- Collaborated with various newsroom teams in leading Olympics and other major event coverage

Contributing Writer

The New York Times — 9/16 — Present

- Contributing news and feature stories for the Travel and Sports sections.

Co-Founder and Website Manager

5thDownFantasy.com — 7/16 — Present

- Manage marketing, audience development growth strategies and design
- Write weekly fantasy football advice articles
- Player rankings rated second most accurate in the industry since 2011 (fantasypros.com)

Digital Editor/Producer (Sports)

The New York Times (nytimes.com) — 7/06 — 2/11

- Headed production and layout strategies for nytimes.com/sports
- Managed staff and freelance reporters while editing multiple sports blogs
- Produced audio, photos and videos on location at live sporting events

Computer Skills

- Well-Versed in Photoshop, Final Cut Pro, Adobe Premiere, Pro Tools, HTML

Education

- **M.S. New Media — S.I. Newhouse School of Public Communications — June 2006**
Syracuse University — Syracuse, NY
- **B.A. Communication Studies — SUNY Cortland — May 2005**
Cortland, NY; Cumulative GPA: 3.7/4.0 — *magna cum laude*

Honors

- 2015 ONA Award, Sports, Large for 2014 World Cup coverage (Team)
- 2014 APSE Contest: Multimedia Finalist for 2014 Olympics Coverage (February '15)
- NYT Publisher's Award, Special Citation for London 2012 Coverage (December '12)