





# R. SCOT HEISEL

## COMMUNICATIONS SPECIALIST

-  360-747-2549
-  scotheisel@gmail.com
-  Seattle
-  [linkedin.com/in/scotheisel](https://www.linkedin.com/in/scotheisel)

**ABOUT ME** First-generation college graduate with two decades of experience as an award-winning editor, reporter, photographer and graphic designer. Dependable leader capable of exceptional work under pressure.

## EXPERIENCE

***Publisher/Editor*** 2022 - 2023

**Cut Bank Pioneer Press (Cut Bank, Montana)**

Guided a team of 12 employees through the ownership transition of a three-county weekly news publication.

- Directed production and advertising while also serving as city reporter and lead photographer.
- Supervised conversion to new ad support software.
- Designed a weekly broadsheet paper of 24-36 pages; managed digital and social media platforms.
- Managed two company-owned buildings.

***Editor*** 2020 - 2022

**Lake County Leader (Polson, Montana)**

Directed a two-person news team tasked with covering all Lake County government, tribal, judicial, business and school news for a weekly broadsheet publication on the Flathead Indian Reservation.

***Assistant City Editor*** 2016 - 2019

**Lewiston Tribune (Lewiston, Idaho)**

Coordinated daily news budgets and edited all local content. Directed article and photo placement on the page and had final approval regarding headlines.

***Editor*** 2015 - 2016

**Wallowa County Chieftain (Enterprise, Oregon)**

Led a three-person news team that produced a weekly broadsheet paper. Reported on city government, law enforcement, local wildlife issues and all high school athletic events across three communities.

## SKILLS

- Writing and Editing
- Associated Press Style
- Proofreading
- Content Management Systems
- Photography
- Adobe Creative Suite
- Social Media Management
- Office Supervision
- Payroll Processing
- Customer Service
- Property Management
- Community Relations

## CERTIFICATIONS

***Google Analytics 4***

**Google Digital Academy (Skillshop)**

August 2023

***Search Engine Optimization***

**Hubspot**

August 2023

## EDUCATION

***University of Montana***





Bachelor of Arts, English Literature

***University of Montana***

Two years post-graduate study,  
Journalism

# R. SCOT HEISEL

## COMMUNICATIONS SPECIALIST

 360-747-2549  
 scotheisel@gmail.com  
 Seattle  
 [linkedin.com/in/scotheisel](https://www.linkedin.com/in/scotheisel)

### EXPERIENCE (CONTINUED)

#### ***Assistant Managing Editor (Digital)*** 2004 - 2015

##### **The Daily News (Longview, Washington)**

Member of four-person executive editorial team in charge of story planning and major daily editorial decisions. A leader in newsroom innovation.

- Supervised two Features reporters and a four-person Community team. We produced a 4-8 page Features section six days a week.
- Managed content and customer service for all digital platforms, including desktop site, mobile site and e-edition. Oversaw all social media; developed newsroom's digital best practices.
- Prior to being named The Daily News' first official online editor, I designed pages for several years. I was the lead Sports designer the first two years, then moved to news and features design.

#### ***Copy Editor/Page Designer*** 2001 - 2004

##### **Missoulain (Missoula, Montana)**

Edited and curated wire content for national and regional pages and designed daily news pages and special sections. Served as editor for a weekly Health section. Won first-place SPJ awards in consecutive years for headline writing. Designed a template for a quarterly business publication.

#### ***Copy Editor/Page Designer*** 2000 - 2001

##### **Eastside Journal (Bellevue, Washington)**

Designed sports pages for a multi-zone daily sports section.