

# NIKI DOYLE

(256) 714-7146

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[www.nikidoyle.com](http://www.nikidoyle.com)

## PROFILE



In 2013, I reached a significant milestone in my career: I've spent precisely half my life as a member of the media. With seven years of full-time professional experience and as many years of internships, freelance work and a stint as editor-in-chief of The Auburn Plainsman, I've had plenty of opportunities to build my digital skillset and hone my writing and editing skills.

My passion is people. Informing and connecting with the public drove me to become a reporter, and it's the reason I've focused on re-imagining the communications industries to ensure they stay relevant in the digital age.

## EXPERIENCE

### ALABAMA MEDIA GROUP

Oct. 2012 - Present

#### DIRECTOR OF DIGITAL OPERATIONS

Responsible for all digital content operations and strategy for the state's largest media organization, which serves more than 6.8 million unique visitors monthly. Oversees all digital platforms and content delivery methods, including newsletters, mobile apps and text alerts. Leads a team that develops and implements best practices for search engine optimization, social media and digital reporting techniques. Analyzes metrics to determine strategies for audience growth.

### THE HUNTSVILLE TIMES

March 2012 - Oct. 2012

#### ASSISTANT MANAGING EDITOR OF DIGITAL

Responsible for the development of the news organization's digital strategy before the consolidation of The Huntsville Times into a new company. Appointed to be statewide digital editor to oversee the coordination of online coverage between the Times and its sister papers, The Birmingham News and the Press-Register in Mobile. Became a critical team member in the founding of Alabama Media Group.

### THE HUNTSVILLE TIMES

Feb. 2009 - March 2012

#### SOCIAL MEDIA EDITOR

Trained a staff of more than 100 reporters and editors to use an online content management system and social media tools. Developed strategies to increase user interaction on AL.com, The Huntsville Times' news site. Analyzed metrics and established best practices for distribution of online content. Led day-of coverage of a mass-shooting at the University of Alabama in Huntsville, coordinating a team of reporters, photographers, page designers and copy editors to assemble nationally recognized news coverage of the tragedy.

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## THE HUNTSVILLE TIMES

June 2007 - Feb. 2009

### CRIME REPORTER

Offered a full-time position two weeks into a reporting internship. Won two 1st place awards from the Alabama Associated Press Media Editors: Best Deadline Reporting in 2007 for coverage of the shooting death of a Huntsville police officer, and Best Non-Deadline Reporting in 2008 for a detailed investigation into a deadly police chase that killed a civilian on Redstone Arsenal.

## THE AUBURN PLAINSMAN

Aug. 2006 - May 2007

### EDITOR-IN-CHIEF

Organized a staff of students to produce the largest weekly newspaper in Alabama, and one of the most-award-winning college newspapers in the country.

## EDUCATION

2003 - 2007

### AUBURN UNIVERSITY

Bachelor of Arts in Journalism and Communication, with a minor in business. Summa cum laude graduate with a 3.8 GPA and 4.0 major GPA.

1999 - 2003

### LAUDERDALE COUNTY HIGH SCHOOL

Salutatorian with a 4.0 GPA. Senior class vice president and yearbook editor.

## SKILLS

WRITING & REPORTING	●●●●●●●●
AP STYLE & EDITING	●●●●●●●●
BLOGGING & CMS TOOLS	●●●●●●●●
HTML & CSS	●●●●●●●○
JAVASCRIPT	●●●●○○○○
PHP	●●●●○○○○
WEB ANALYTICS	●●●●●●●●

PHOTOSHOP	●●●●●●●○
ILLUSTRATOR	●●●●●●○○
INDESIGN	●●●●●●●○
PHOTOGRAPHY	●●●●●●●○
VIDEO EDITING	●●●●●○○○
EXCEL	●●●●●●●●
SOCIAL MEDIA	●●●●●●●●

*References available on request*