

GAVIN LESNICK

CONTACT

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SOCIAL MEDIA

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SKILLS

360 ° PHOTOGRAPHY
ADOBE PHOTOSHOP
AP STYLE
DEADLINE REPORTING/WRITING
EMAIL MARKETING
HTML/CSS
JUGGLING
MICROSOFT EXCEL
PHOTO EDITING
PROJECT MANAGEMENT
SEO/GOOGLE ANALYTICS
SOCIAL MEDIA
VIDEO EDITING
WEB CONTENT DEVELOPMENT AND
MANAGEMENT

EXPERIENCE

CHIEF OF COMMUNICATIONS AND COMMUNITY ENGAGEMENT ARKANSAS DEPT. OF HUMAN SERVICES | MARCH 2021-PRESENT

- Hired as deputy chief of communications and promoted to lead office as interim chief in March 2022. Supervises 14-person staff.
- Oversees internal and external messaging, including social media accounts, website, paid advertising, and earned media, for state's largest agency with more than 6,600 employees.
- Serves as agency spokesman, answering questions from reporters, pitching story ideas, and developing media releases/campaigns.

PUBLIC INFORMATION DIRECTOR

ARKANSAS DEPT. OF HEALTH | APRIL 2020 - MARCH 2021

- Served as agency spokesman and liaison with local, statewide and national media. Supervised 3-person staff.
- Developed messaging and communications strategies for campaigns, including those on COVID-19 testing, tracking and vaccinations.
- Oversaw agency social media accounts and website, including creation of Spanish-language resources page.
- Designed and maintained daily graphics on COVID cases/vaccinations.

SENIOR ONLINE EDITOR

ARKANSAS DEMOCRAT-GAZETTE | AUG. 2015 - APRIL 2020

- Oversaw editorial content on ArkansasOnline.com, including daily updates/long-term projects. Supervised 6-person staff.
- Managed social media accounts and trained staff on best practices.
- Created daily and weekly curated email newsletters.
- Tracked SEO trends and Google Analytics metrics to make informed decisions about content, presentation.
- Developed innovative features to build reader interest like interactive galleries, searchable salary databases, maps and 360° guide to state.

ONLINE REPORTER

ARKANSAS DEMOCRAT-GAZETTE | DEC. 2009 - AUG. 2015

- Covered important stories around the state on a daily basis.
- Illustrated stories with photos, videos, interactive charts + more.

EDUCATION

BACHELOR OF ARTS, JOURNALISM

INDIANA UNIVERSITY | 2001-2006

- Served as editor-in-chief for student newspaper and named 2006 Indiana Collegiate Journalist of the Year. Completed successful internships with The Indianapolis Star and Knight Ridder/Tribune.

ACHIEVEMENTS

- Second-place Public Service Program or Campaign in 2022 Arkansas Press Women communications contest
- First-place Diamond Award winner in 2019 for best specialized website and in 2016 for best education coverage and best multimedia project
- First- and second-place award for digital storytelling in 2016 Arkansas Associated Press Managing Editors Association
- Work featured in many publications and broadcasts including ABC World News Tonight, WashingtonPost.com, ESPN.com, People Magazine.
- Level 5 Google Guide with 1.7M views
- Verified Twitter account with 2.5M+ Vine video loops