

NICE TO MEET YOU / 幸会

I am a multimedia and strategic communications leader with 10+ years of experience. My publications have reached millions of viewers on TV and online, with content focused on community, equity and inclusion. This work has earned National & Regional Murrow Awards, three Emmy nominations, a 1st-place Society of Professional Journalists Award and national GLAAD Media Award nomination. My job, no matter the title, is about quantifiably reaching audiences and moving them with the power of compelling writing, video and humanity.

GALEN ETTLIN

NATIONALLY ACCLAIMED JOURNALIST
MULTIMEDIA COMMUNICATIONS LEADER



Phone
503-539-0482



Email
galen.ettlin@gmail.com



Video Resumé
galenettlin.wix.com/galen



@GalenEttlin



@galenettlin



@GalenTV

SKILLS

- Superb writing (web, print, TV, social media, press releases)
- Multimedia content strategy: video scripting, production, editing and distribution
- Complex project management
- CSR & corporate ethics
- Marketing and branding metrics
- Audience engagement
- Problem solving under pressure
- Public speaking
- Critical listening
- Mentorship/teaching
- Graphic design
- Mastering new or unfamiliar topics on a short deadline

LANGUAGES

English 100%

Mandarin / 中文 90%

Japanese / 日本語 50%

REFERENCES

CÉLINE MCARTHUR

FMR MANAGING EDITOR, WCAX
CHIEF INVESTIGATOR, WINK NEWS
904-200-2134
CELINE.MCARTHUR@GMAIL.COM

JEFF DAY

SVP OF MARKETING,
ACT-ON SOFTWARE
503-807-2642
JEFF.DAY@ACT-ON.COM

LAURAL PORTER

CHIEF NEWS ANCHOR, KGW
503-329-3461
LPORTER@KGW.COM

WORK EXPERIENCE

AUG 2022
MAR 2024

PUBLIC RELATIONS MANAGER & SOCIAL MEDIA MANAGER ACT-ON SOFTWARE - PORTLAND, OR

- Led PR strategy to creatively reach audiences in MarTech, B2B, B2C and SaaS spaces.
- One-man-department multimedia content creator: Wrote, shot, presented and edited videos without spending a dime of extra budget.
 - ↳ Video press releases earned +9% engagement in 6 months. Average 5-12% CTR.
- Secured 1k+ press release placements per month, in addition organic coverage within trade publications, podcasts and partner articles.
- Social media management: Produced daily LinkedIn posts, upping engagement rate to 8% (6% above industry average). Earned 10% Instagram engagement (5.5% above average).
- Created and hosted 'The Rebel Instinct Podcast,' profiling industry leaders. 14 video episodes released in six months, earning thousands of views toward brand awareness.

MAR 2020
AUG 2022

MULTIMEDIA CONTENT CREATOR & EVENING NEWS ANCHOR TEGNA INC. (KGW NEWS) - PORTLAND, OR

- Constantly moved the needle to boost TV station metrics: top-5 content creator, measured by clicks, streaming views, ratings and social engagement.
 - ↳ Daily content consistently performed 50-250% better than daily station average.
 - ↳ Anchored newscast ratings increased 75-140% on average over a year.
- Independently found content ideas, shot video interviews, wrote TV copy, edited and presented video segments and formatted web articles - all on a daily deadline.
- Brand and marketing enhancement: produced NW Emmy-nominated report for inaugural Diversity, Equity & Inclusion category.

APR 2018
FEB 2020

MANAGING EDITOR, CONTENT CREATOR & PRIMARY NEWS ANCHOR GRAY TELEVISION (WCAX CH. 3) - BURLINGTON, VT

- Managed Vermont's top-rated 11 p.m. weekday newscast strategy, audience engagement, visual content and scripting.
- Piloted station's first nightly TV/social media live simulcast, growing Facebook and TV audiences by thousands of viewers per month.
- Branding enhancement: produced two New England Emmy-nominated reports and one National Edward R. Murrow Award-winning series.
- Managed daily talkshow, with high-profile interviews such as Sen. Bernie Sanders.

JULY 2016
MAR 2018

EXECUTIVE CONTENT PRODUCER & PRIMETIME NEWS ANCHOR MORGAN MURPHY MEDIA (KAPP/KVEW) - TRI-CITIES, WA

- Led new content strategy, doubling station social media following and TV ratings in <2 years.
- Launched and piloted production and branding for new 6 p.m. newscast.
- Made history as market's first openly LGBTQ+ broadcaster, earning national GLAAD Media Award nomination for DEI content - the only local 2018 nominee alongside national networks.
- Managed, trained and retained six content creators - all family to this day.

2011
2016

MULTIMEDIA CONTENT CREATOR EXPERIENCE

- KEZI (July 2015 - June 2016)
- KPTV (May - July 2015)
- KRHD (July 2014 - Jan. 2015, laid off)
- Oregon & DuckTV News (2013-2014)
- KPRC intern (2013)
- LeTV.com Beijing intern (2012)
- HuaFeng Magazine (2011)

EDUCATION

SEPT 2023
JUNE 2025

UNIVERSITY OF OREGON, SCHOOL OF JOURNALISM & COMMUNICATION

- Pursuing M.S. in Strategic Communication; GPA 4.0
- Double B.A. in Journalism and Mandarin Chinese
- Summa Cum Laude; GPA 4.03

SEPT 2010
JUNE 2014

MIDDLEBURY COLLEGE

- Advanced Chinese Summer Intensive Immersion; GPA 4.0