[Writer and Editor](https://www.postjobfree.com/resume/adzfjf/writer-and-editor-new-york-ny" \t "_blank)  
  
Location:  
New York, NY  
  
Posted:  
September 03 2023  
  
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NUNYO DEMASIO  
Digital Publisher • Journalist • Storyteller  
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Award-winning journalist, bestselling author, and digital publisher who has impacted top news organizations and collaborated with prominent stakeholders while managing complex, high-pressure projects. Employing storytelling, an eye for detail and trends, and creative flair to deliver quality content that generates traffic across diverse channels. Strategic thinker, motivational leader, passionate learner, news junkie, and indefatigable researcher versed in social media. EXPERIENCE  
Digital Publisher, Writer/Editor, and Podcaster  
NUNYO & COMPANY Media (2018 - present)  
• Interview notable guests on the NUNYO & COMPANY Podcast “with a touch of humor,” streamed/ downloaded in more than 60 countries.  
• Market the podcast to spur coverage at dozens of major media organizations, including ABC News, the Washington Post, USA Today, CNBC, ESPN, and numerous foreign-language media.  
• Oversee production of NUNYO & COMPANY content across multiple digital channels.  
• Design content for newsfeed averaging roughly 3,800 emoji reactions, 750 shares, and 670 comments.  
• Write articles for Facebook media page, collaborating with caricaturists for original artwork.  
• Produce videos generating millions of views across digital platforms.  
• Edit audio files for podcasts, and mix customized music/sound to enhance production.  
• Manage company budget, including digital marketing and staff expenses. Writer and Editor  
Apple News Publisher: NUNYO & COMPANY (2019 - 2021)  
• Published and managed a namesake channel on Apple News, the aggregator platform for professional news organizations, available on iOs devices (iPhones and iPads) around the globe.  
• Wrote and edited articles enhanced by original artwork such as “Eddie Murphy or Dave Chappelle?," which remains on Google’s first page for the search query.  
• Curated short- and long-form content; designed layouts, typography, artwork, photos and video.  
• Supervised an editorial team, including a caricaturist, graphic designer, and digital marketer.  
• Generated revenue via built-in advertising on articles geared toward user topics of interest.  
• Managed a relatively small, six-figure budget, including substantial allocation for freelancers. Author / Editorial Director  
Penguin Random House: Parcells: A Football Life (2010 - 2015)  
• Wrote New York Times bestseller, Parcells, authorized biography of the Hall-of-Fame football coach, published in five formats.  
• Collaborated on manuscript with president of Miami Dolphins while navigating input from prominent stakeholders and executives such as billionaire CEO Wayne Huizenga.  
• Hired and supervised editorial team, including football historian, line editor, and photo editor.  
• Interviewed more than 100 people spanning five years while traveling to several states.  
• Negotiated lucrative, multi-year book deal for preemptive offer from the world’s top book publisher.  
• Created a multimedia website, [parcellsbook.com](http://parcellsbook.com/), which continues to generate traffic. Staff Writer  
Sports Illustrated (2005 - 2009)  
• Pitched ideas leading to multiple cover stories for the magazine’s four-person NFL beat.  
• Wrote columns and news stories for the magazine’s website, [si.com](http://si.com/). Staff Writer  
Washington Post (2002 - 2005)  
• Covered Washington’s football team, the paper’s most important beat after that of the White House.  
• Wrote several front-page articles, breaking news, and cover stories for the Style section. Staff Writer  
Seattle Times (1997 - 2002)  
• Covered the NBA and the Seattle SuperSonics, writing game stories, features and columns.  
• Developed sources around the league while traveling with the team.  
• Appeared as a featured guest in a weekly radio segment on Seattle’s top-rated station (KJR). Staff Writer  
New York Daily News (1996 - 1997)  
• Covered the St. John’s Red Storm, the top college basketball team in New York.  
• Wrote features and contributed to the paper’s daily coverage. Intern/News Clerk  
New York Times (1995 - 1996)  
• Wrote articles for the metro and sports sections, including a debut that led to an appearance on NY1.  
• Promoted into the Times’s writing program, designed to train a handful of nascent journalists.  
• Assisted editors and writers with newsgathering, particularly research. ACHIEVEMENTS/AWARDS  
•Edited Driving to Success by Making Math School Easy, a textbook to be published in 2024, which guides middle school students to assemble a go-kart while bolstering their math and science.  
• Impacted coverage on various beats, becoming the subject of articles in the Washingtonian, Washington City Paper, Awful Announcing, the Big Lead, and the Defector (most recently in 2021).  
• Appeared as a journalist in the Netflix documentary "A Kid from Coney Island" (2019), produced by Forest Whitaker and executive-produced by Kevin Durant.  
• Earned an average review rating of 4.9 on Apple Podcasts for NUNYO & COMPANY.  
• Convinced David Stern to visit my apartment for my debut podcast, earning media buzz around globe.  
• Received good reviews for "Parcells"; a 4.7 average rating on Amazon, and personal notes from Warren Buffett, President George W. Bush and Senator Mitt Romney (all of whom made cameos).  
• Won numerous writing awards, including first place in Editorial Contest by the Maryland-Delaware- D.C. Press Association; and National Basketball Writers Association for best feature and game story.  
• Interviewed live on national television multiple times about notable articles. EDUCATION/CERTIFICATES  
• Certificate in Business Writing: New York University (pending).  
• Certificate in Editing (2023): Poytner ACES: The Society for Editing. Bachelor of Science, Communications: St. John’s University, New York, NY. MEMBERSHIPS  
• ACES: The Society for Editing  
SKILLS  
Adobe Acrobat • Analytics • Audio editing • Breaking news • Business writing • Comedy writing • Copy editing • CMS • Digital publishing • Executive communication •Ideation • Interviewing • Journalism  
• Leadership • Management \* Microsoft Word • Negotiation • Podcasting • Public speaking • Research  
• Scripting • SEO • Social media • Storytelling • Supervising • Video editing • Website designing. INTERESTS  
Stock market enthusiast with strong interests in comedy and screenwriting.

PostJobFree Inc, 101 Marketside Ave Ste 404-206, Ponte Vedra, FL 32081

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