

Bob Fekete

585.490.0619

robert.j.fekete@gmail.com

New York, New York

www.bobfekete.com

Skills

- Experience managing a distributed international team
- Proficient in multiple Content Management Systems, including WordPress and Drupal
- Working knowledge of Adobe Creative Suite
- Expert knowledge of Microsoft Office and Google Suites, including Google Analytics
- Excellent written and verbal communication skills
- Able to distill complex text into easily readable material
- Familiar with both Windows and Mac OSX

Companies worked with

Google, IBM, Sony, Microsoft, Nintendo, GM, Logitech, WWE, UFC, Electronic Arts, Ubisoft, Hasbro, Square Enix, Activision, Take-Two, Bethesda, Epsom, Wizards of the Coast, Segway, WB Games, and more

Education

OHIO UNIVERSITY
Class of 2012

Bachelor of Science in
Communications in
Digital Media: Special Effects,
Games, and Animation

Minor in History

CommunicateMore

Freelance Account Executive | 2021 - Current

<https://www.communicatemore.biz/>

- Write press releases and pitches for upcoming tech products from multiple clients around the world
- Work with journalists and content creators to coordinate shipping review units
- Create multiple reports a week for clients that contains review highlights and outlet traffic data

IBT Media New York, NY

Product Reviews Editor

International Business Times | 2020 - Current

<https://www.ibtimes.com/reporters/bob-fekete>

- Write a minimum of three product reviews a week, analyzing each product for its quality and usefulness
- Craft headlines to both maximize SEO through Google Analytics and grab attention
- Collaborate with our E-commerce team to add affiliate links into relevant product articles
- Work with companies and PR firms to secure product access
- Stay up to date on tech trends and consumer desires

Managing Editor

Player.One | 2019 - 2020

<https://www.player.one/authors/bob-fekete>

- Led an international team of 5 freelancers by guiding editorial strategy
- Edited 15-20 stories per day to ensure accuracy and quality
- Curated a daily email newsletter of the day's top articles
- Collaborated with 20+ companies to secure exclusive interviews and announcements
- Continued writing stories similar to ones produced while at Newsweek

Writer

Newsweek | 2014 - 2019

<https://www.newsweek.com/authors/bob-fekete>

- Wrote breaking news stories and articles of interest to the gaming community, averaging 300,000 pageviews per month
- Reviewed games based on their artwork, technical proficiency, and overall entertainment value
- Featured in Newsweek magazine for high-profile interviews
- Conducted interviews with game creators, actors, and other industry professionals
- Collaborated with the video team to create video content and other multimedia for stories, typically covering game reviews and on-site interviews
- Represented Newsweek at industry events such as E3, PAX, New York Comic Con, and the Game Developer's Conference

Post Horn PR

PR Volunteer (pro bono) | 2020 - Current

<https://posthornpr.com/>

- Work with indie game studios to help craft PR messages about game releases and other news
- Distribute game codes and embargo information to media personnel in order to provide more coverage opportunities
- Arrange interviews as well as draft and distribute announcements

IGN Entertainment San Francisco, CA

Associate Editor | 2012 - 2014

<http://www.ign.com/>

- Wrote and edited game walkthroughs, wikis and guides generating over 100 million pageviews
- Recorded gameplay and produced video walkthroughs
- Utilized SEO strategies to increase page traffic