

# JAMES DAVID HERD

Senior Editor, Writer & Designer

## CONTACT:

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(737) 326-1221

Senior Editor, Writer & Designer with over ten years of practical experience in journalism, including newspapers, magazines and online media. Commits to editorial ethics and excellence in every instance and strives to make a positive impact on those around him.

## EMPLOYMENT

### LOCAL EDITOR, THE VICTORIA ADVOCATE

July 2024—April 2025, Victoria, TX

As the local editor for The Victoria Advocate, I supervised a small team of reporters to improve the local newsgathering in Victoria, TX. When I started, local coverage was at an all-time low, but within a month or two, we managed to increase it significantly. I oversaw the production of “Discover 361,” a quarterly culture magazine featuring original feature reporting, as well as a variety of focused tab publications.

### STAFF WRITER, DESTRUCTOID

September 2023—December 2023, Remote

I wrote and pioneered new content on the video games industry, including news and guides. To add, I was one of a few writers who oversaw the anime vertical at Destructoid.

### ASSOCIATE EDITOR, HART ENERGY

April 2023—August 2023, Houston, TX

I crafted a series of briefs and stories on trends in the oil & gas industry. I also worked alongside a small team to deploy daily newsletters to the various B2B clients that subscribed to Hart Energy coverage.

### STAFF WRITER, GAMER JOURNALIST

April 2022—March 2023, Austin, TX

As a staff writer for the fledgling video games website ‘Gamer Journalist,’ I helped keep the site alive with new and compelling content alongside a small team of freelance writers. I authored over 500 unique pieces of content, including news, guides and reviews. I also filled in for the managing editor when necessary.

### WIRE DESK EDITOR / WIRE SELECTOR, GATEHOUSE MEDIA / GANNETT

June 2016—March 2022, Austin, TX

In my time on the wire desk at Gatehouse Media (now Gannett), I worked with other members of the team to create copy ‘shells’ of the biggest news of the day for use in papers across the country. I also handled the daily sports pages and updated them hourly with real-time data, as well as the weekly comics and puzzles.

### COPY EDITOR, THE MIDLAND REPORTER-TELEGRAM

July 2015—July 2016, Midland, TX

As a member of the copy desk at The Midland Reporter-Telegram, I collaborated with the team to design and edit the daily newspaper for Midland, TX. I also assisted with the newspaper for the town of Plainview, TX.

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## EDUCATION

### **B.A. IN JOURNALISM, PUBLIC RELATIONS & NEW MEDIA, BAYLOR UNIVERSITY**

July 2011—May 2015, Waco, TX

I achieved a bachelor's degree in journalism, public relations & new media with a minor in film and digital media. I also served as a freelancer for The Baylor Lariat and Focus Magazine, and then I created an online media outlet where I served as editor-in-chief. In addition, I was a semi-finalist in the Black Glasses Screenwriting Competition, held annually alongside the Black Glasses Film Festival in 2015.

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## REFERENCES

### **SHAWN AKERS, MANAGING EDITOR, THE VICTORIA ADVOCATE**

[shawn.akers@vicad.com](mailto:shawn.akers@vicad.com) // (407) 760-2990

### **SHAUN CICHACKI, FREELANCE WRITER**

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### **NAT COLLAZO, WRITER/EDITOR & MARKETING SPECIALIST, FROWNS MARKETING**

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## PUBLICATIONS

### **“ROUGE TUNES: THE SHADE AND SOUL OF TEXAS COUNTRY MUSIC”**

Focus Magazine, April 2015

### **“HOW TO GET AND TRANSFER UNLIMITED SHINY MEW IN POKÉMON SCARLET AND VIOLET”**

Gamer Journalist, March 2023

### **“E&PS PUSH AI, BUT WILL AI PUSH BACK?”**

Hart Energy, June 2023

### **“THE RHYTHM HEAVEN REVOLUTION: HOW BITS AND BOPS, MELATONIN ARE REVIVING A GENRE”**

Destructoid, September 2023

### **“GOOGLE MADE A \$147M OFFER TO PUT FORTNITE ON THE PLAY STORE”**

Destructoid, November 2023