

COLIN RIGLEY

(206) 771 5738, colinrigley@gmail.com

colinrigley.com

Communications Specialist, Washington State Bar Association <ul style="list-style-type: none">•Oversee NWSidebar blog: solicit, ideate, edit, and fact-check content by WSBA members; write internal articles on WSBA news, trending legal topics, and member features.•Copyedit, proofread, assist editorial planning, and write for <i>Bar News</i> magazine on topics including diversity and inclusion, access to justice, and features of notable lawyers.•Manage biweekly WSBA e-newsletter.•Cross-departmental communications strategy and content strategy.	2018 – Present Seattle, WA
Editorial Strategist, Preventive Vet <ul style="list-style-type: none">•Management of Preventive Vet editorial content, as well as content/strategy for clients•Article research and writing about pet health, behavior, and medical topics	2017 – 2018
Content Strategist, Carpool Digital <ul style="list-style-type: none">•Created Carpool brand messaging and copy•Created internal and external facing blog posts and thought-leadership content•Managed internal and external content for clients including Xbox and Facebook	2015 – 2017
News Editor / Staff Writer, New Times <ul style="list-style-type: none">•Managed staff of three full-time news writers•Coordinated and edited all news content for weekly paper with 100,000 readership•Wrote regular breaking and long-format news and monthly cover stories	2008-2012, 2014-2015
Copywriter, Shopatron (now Kibo) <ul style="list-style-type: none">•Developed external marketing content•Created content calendars, distribution scheduling, and strategy	2012 – 2014
Reporter, Calaveras Enterprise <ul style="list-style-type: none">•Covered county government, crime, and features for bi-weekly community paper	2007 – 2008

ACCOLADES

National Association of Bar Executives: 1st place in 2019 Luminary Awards “Excellence in Special Projects” for NWSidebar and “Excellence in Regular Publications” for *NWLawyer*.

National Newspaper Association: Two-time 1st place winner in Better Newspaper Contest years 2010 and 2016 for “Best Investigative Story”

Association of Alternative Newsmedia: 3rd place in 2016 AAN AltWeekly Awards for LGBTQ Coverage

California Newspaper Publishers Association: 2nd place for Investigative Reporting in 2014 CNPA Better Newspapers Contest (BNC). Two-time Blue Ribbon finalist, 2016 CNPA BNC for “Best Investigative” & “Best Enterprise.” Three-time finalist in 2011 CNPA BNC for Investigative Reporting; and Business, Financial, or Economic Reporting

METRICS

- Increased NWSidebar visitor traffic 22 percent in 2020, year-over-year
- Increased Carpool organic search traffic 71 percent, year-over-year
- Increased Shopatron traffic 30 percent year-over-year

SKILLS

JOURNALISM

AP Style
Investigative Reporting
Writing
Interviewing/Q&A/Features
Local Government Coverage
Community Coverage

PHOTOGRAPHY

Adobe Photoshop
Adobe Lightroom
Adobe Premiere Pro
Studio Lighting
Portraiture, Event, Landscape

DIGITAL CONTENT STRATEGY

Social Media
Content Marketing
Web (HTML & SEO)
Copy Editing
Online Marketing Strategy
Content Management Systems

EDUCATION

San Diego State University, Bachelor of Arts in Political Science, minor in Philosophy

2001 — 2005