

# Travis Smola

Outdoor Writer

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## EXPERIENCE

### **Wide Open Spaces, Remote — Senior Staff Writer**

February 2020 - Present

Started as freelancer in 2015 and have written 3,800+ web-based pieces

Byline regularly drove 500,000 to 900,000 total page views per month.

Byline regularly drove 150,000 to 290,000 views per month through search.

Byline drove the most engaged minutes in 2022.

Byline accounted for most social interactions and referral traffic in 2022.

Was on point for key editorial changes regarding gear reviews and changes to Google's algorithms.

Filmed multiple video packages for social channels.

Captured own photo assets for many SEO articles.

Built up list of contacts with key PR agencies within hunting, fishing, and camping spaces.

Conducted extensive field testing of fishing, hunting, and camping equipment. Also tested and reviewed multiple ATVs.

### **South County News, Vicksburg, Michigan — Freelancer**

2014 - Present

Sole reporter for education in one school district and sports for another.

## EDUCATION

### **Western Michigan University, Kalamazoo, MI — Bachelor's in Journalism**

Graduated December 2013

Interned at daily newspaper Three Rivers Commercial- News

## SKILLS

Web content writing

Clearscope

Ahrefs

Search engine optimization

Parsely analytics

Photography

Dean's List