

Sal J. Barry

Phone: 312.320.4378
Email: design@saljbarry.com
Web: <http://saljbarry.com/>

Summary

Experienced journalist with a background in digital and interactive multimedia.

Journalism Experience

Contributing Writer: The Hockey News

9/2011 - present

- Wrote numerous feature-length articles, including a seven-page oral history about "The Mighty Ducks" for the film's 25th anniversary
- Wrote a chapter for the book "The Greatest Game I Ever Played."
- Write one or more article per issue for the leading hockey publication.
- Write content for THN's blog.

Freelance Writer

9/2008 - present

- Publications that I have written for include Beckett Hockey Magazine, Chicagoist.com, Chicago Side Sports and Midwest Hockey News.
- Create interactive visuals to enhance online storytelling.
- My work has been linked to by prominent media outlets, including Yahoo! Sports, NBC, Sports Illustrated, TSN, CBS Sports, Reddit and The Score

Design Experience

Independent Design Contractor

9/2007 – present

- Build and update HTML/CSS and Flash websites for clients based around the country.
- Clients include Chicago Shakespeare Theater, BioTek Corporation and El Ray Pictures, Inc.

Interactive Media Designer: Learning Curve Brands, Inc.

6/2001 - 8/2007

- Created an interactive sales presentation that won our company a \$30 million account
- Design, code and maintain websites for 4th-largest toy company in the U.S.
- Write copy for websites and email newsletters.
- Create and optimize graphics for websites and social media use

Education

Master of Arts Degree, Journalism: DePaul University, Chicago, IL

- Concentration in Sports Writing

Bachelor of Arts Degree, Interactive Multimedia: Columbia College, Chicago, IL

- Concentration in Web Design

Areas of Expertise

Journalism: News reporting, game stories, opinion columns, product reviews, copy editing

Web page design: HTML5, CSS 2/3, Dreamweaver, Bootstrap, customizing blog themes

Social media: Twitter, Facebook, LinkedIn, Instagram

Interactive design: creating interactive infographics

Content management systems: WordPress, Shopify, Blogger

Graphic design: Photoshop, InDesign, Illustrator, Acrobat

Video editing: Premier, Camtasia Studio, Final Cut Pro

Web animation: Flash, ActionScript 2/3, Construct 2

Audio editing: Audacity, Audition

Digital photography & digital photo editing

Productivity tools: Word, PowerPoint, Excel, Access

Online advertising: Google AdSense, Share-A-Sale, MediaStrike, Ezoic, CJ Affiliate, Amazon Associates

Web analytics: Google Analytics, Jetpack

Writing styles: AP, APA

Professional Affiliations

Society for International Hockey Research

Society of Professional Journalists

Midwest Pop Culture Association

Phi Kappa Phi Honors Society

Team-Building Experience

Captain of a recreational league hockey team

Successfully completed The Second City Training Center's Improvisational Acting Program