

Ben Watanabe

Watertown, MA | (857) 544-0548 | ben.watanabe@outlook.com | linkedin.com/in/ben-watanabe

Seasoned Digital Media Strategist, Manager, Editor and Instructor with a track record of streamlining processes, boosting efficiency, and fostering relationships to maximize digital outcomes and audience reach.

PROFESSIONAL EXPERIENCE

More Views Media

Boston

Managing Editor

November 2024 - Present

- Oversee and edit all Major League Baseball content published by a team of six writers.
- Develop SEO strategy and enforce workflow processes for optimal return and efficiency.

Framingham State University

Framingham, Mass.

Visiting Lecturer, Sport Management; Communications; English

August 2024 - Present

- SPMG 262 Business of Sports Gaming - Introduce undergraduate students to the business of fantasy sports, sports betting, and eSports.
- ENWR 100 College Writing - Instruct composition, including writing for clarity and reading comprehension, to first-year students.
- COMM 130 Visual Communication - Teach concepts of visual communication, with a focus on cultural context, branding, and propaganda.

University of Massachusetts, Boston

Boston

Associate Lecturer, Sport Leadership & Administration

January 2025 - Present

- SLA 497 Sport Media - Instruct upperclassmen in the history, business, and societal impact of the sports media industry.

New England Sports Network

Watertown, Mass.

Digital Content Manager

January 2020 - May 2024

Senior Editor, NESN.com/NESN Fuel

February 2016 - January 2020

Content Editor III, NESN.com

July 2014 - February 2016

Assistant Content Editor, NESN.com

June 2011 - June 2014

- Oversaw all editorial content on NESN.com, utilizing real-time and historical analytics data to drive up to 11M pageviews monthly to the largest regional sports network website in the U.S.
- Guided social media content creation and strategy for NESN social channels, attracting more than 1M followers across Facebook, Twitter and Instagram. Evaluated emerging social platforms for viability.
- Co-led launch of content strategy for NESNBets, NESN's betting, gaming and fantasy sports vertical.
- Fostered relationships to streamline communication and generate understanding among stakeholders to build consensus toward devising digital strategies for maximum return.

Emerson College

Boston

Affiliated Faculty, Journalism

August 2020 - December 2022

- JR 370 Interactive News - Instructed upperclassmen in fundamentals of digital content strategy, including introductory HTML, SEO and social media, along with strategic writing and editing for online platforms.

The Express-Times

Easton, Pa.

Web Editor

August 2010-June 2011

The Daily Journal

Vineland, N.J.

Assistant Sports Editor/Staff Writer

January 2006-January 2010

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EDUCATION

Columbia University | Master of Science; Digital Journalism

New York

Temple University | Bachelor of Arts; Journalism, Public Relations & Advertising

Philadelphia

HIGHLIGHTED SKILLS

- Digital content planning and process efficiency
 - Strategic content development
 - Writing and editing
 - Developing lesson plans and seminars for educational and interpretive initiatives
 - News media business and history
 - Search engine optimization
 - Sales and marketing content integration and activation
 - Staffing, scheduling, recruiting and personnel management
 - Internship coordination and oversight
 - Google Analytics, Adobe Analytics and similar platforms for real-time and historical performance tracking
 - Wordpress, Squarespace, MailChimp and similar content management systems
 - Social media strategy, including Facebook, Twitter, Instagram, LinkedIn and Twitch
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INVOLVEMENT

Asian-American Journalists Association - New England chapter

Vice President, Membership | 2016 - 2018

Full member | 2006 - Present

Japanese American Citizens League

2011 - Present

U.S.-Japan Council

2023 - Present

NESN Diversity & Inclusion Committee

Education & Outreach Task Force | 2017 - 2018

NESN Health Events Committee

Liaison, Perkins School for the Blind | 2015 - 2016, 2020