

David P. Grocki

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(Visit my portfolio's Contact section to send a message)

An award-winning, creative, self-reliant and diligent writer, editor, graphic designer and illustrator; detail-oriented multitasker capable of consistently meeting multiple daily deadlines; advocate for local journalism seeking further career experience in professional, technical and imaginative wordsmithing to effectively deliver you-centered messages to diverse audiences.

QUALIFICATIONS

- Over 15 years of writing, editorial and design responsibilities within a fast-paced newsroom.
- Longtime collaborator and support line for in-house advertising teams and production managers.
- Proficiency in AP style, as well as experience with Adobe Creative Suite and various content management systems and libraries.
- Solid understanding of B2B philosophy in tandem with mass media theory and practice.
- Excellent headline-writing skills recognized by the Detroit Society of Professional Journalists.

PROFESSIONAL EXPERIENCE

Freelance feature correspondent (Sept. 2009 — Oct. 2011)

Research and report various Metro Detroit feature assignments, including recording videos and taking photographs, for the Oakland Press' Institute for Citizen Journalism community program. Past notable assignments include the 99.5 WYCD Hoedown, the Detroit Electronic Music Festival (DEMF, now Movement) and the Detroit Music Awards.

Oakland Press newsroom intern (Oct. 2011 — Dec. 2011)

- Report community news, with emphasis on human interest topics and local nonprofit spotlights.
- Create and upload online photo slideshows via The Oakland Press Community Lab.

Media News Group, Sterling Heights, MI (Jan. 2012 — present)

Web editor   

- Independently gather, organize and consolidate salient information from source feeds, press releases and media kits for localized news aggregates.
- Assist Web team with social media and content marketing campaigns (Best of the Best local business contest, Oakland Schools Scripps Regional Spelling Bee).
- Monitor MNG website analytics to key real-time reader metrics (Chartbeat).

Copy desk editor and graphic designer

- Provide editorial support in collaboration with AdTaxi account executives to produce engaging native ads and high school STEM-related Career Technical Education featurettes.
- Line-edit local and wire body copy in AP style, and fact-check all uncertain figures and statistics.
- (Re)write and create high-impact headlines to motivate reader interest while adhering to MNG publication brand voices.
- Organize content in WordPress management system and upload time-sensitive reports.
- Liaise with diagraphers and press operation teams to design and transmit broadsheet and tabloid products against multiple daily deadlines at 99% success rate.
- Create and modify raster and vector art in Photoshop and Illustrator to produce optimal CMYK print outputs with careful attention to process and spot color parameters.

(More on next page)

PUBLICATIONS, ACHIEVEMENTS AND PROFICIENCY

MICHIGAN HUB

Prints daily:

Morning Sun
THE OAKLAND PRESS
THE MACOMB DAILY

Printed semi-weekly:

ROYAL OAK
TRIBUNE
DEARBORN/DEARBORN HEIGHTS
Press&Guide
News-Herald
The Bay
VOICE

NEW YORK HUB (2015-2017)

Prints daily:

DAILY FREEMAN
THE SARATOGIAN
THE RECORD

Prints semi-weekly:

the Oneida Daily Dispatch

Seasonal:

 **PINK SHEET**

**Society of Professional Journalists
Detroit Chapter**

2025 Excellence in
Journalism Awards

*Best Headline-writing
(Class B)*

1st Place

Judges' comments:
"Fun and creative, while
also straightforward."

SOFTWARE EXPERIENCE

- Microsoft Office (Word, Excel, PowerPoint)
- WordPress CMS
- Naviga CMS
- Final Draft 12

Adobe Creative Suite



EDUCATION



B.A. in Communication, Oakland University, Rochester, MI, Dec. 2019.

High-achievement coursework in relational, mass media and multicultural communication theory; business writing and public speaking.

Honors:

- Communication, Journalism and Public Relations departmental honors
- College of Arts and Sciences Dean's List, 2018-19
- Academic honors, 2018-19

COMMUNITY ENGAGEMENT

Volunteering

Troy Historic Village, Troy, MI (May 2022 — continuous)

- Analyze digital tearsheets of early Oakland County periodicals for city of Troy-related headlines and copy.
- Organize and record findings in shared spreadsheet database.

Memberships

- Troy Historic Village (2022 — present)
- Oakland County Pioneer and Historical Society (2024 — present)