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## **Amy Hatfield joins Grand View Outdoors as Digital Content Editor**

BIRMINGHAM, AL – November 16, 2016 - Grand View Media (GVM), a subsidiary of EBSCO Industries, announces the hiring of Amy Hatfield as the new Digital Content Editor for the Grand View Outdoors group (GVO) and [grandviewoutdoors.com](http://grandviewoutdoors.com).

Hatfield joins GVO after eight years at the Archery Trade Association (ATA), where for the past three years she was Director of Content Marketing and Content Strategist, leading ATA's efforts to transition from a communications structure relying largely on print, mail and email communications to one that emphasizes online content and social media. Hatfield was the editor of [archerytrade.org](http://archerytrade.org) and [bowhunting360.com](http://bowhunting360.com). Both digital platforms rely heavily on social tools and keyword strategy to drive traffic. Hatfield also provided oversight and consult for the ATA's online marketing campaigns. The "Release Your Wild" campaign, launched in November 2013, grew its online community to over 90,000 fans in less than six months. Hatfield also provided oversight to the international public relations firm Weber Shandwick to launch the first Archery Showdown, an archery video competition featuring YouTube stars Dude Perfect and Brittani Louise Taylor. The videos reached over 12 million views in one week.

Hatfield received a Bachelor of Arts degree from the University of Georgia in Speech Communications in 1997. She was formerly part of the public relations team at the National Wild Turkey Federation before being promoted to web editor of [NWTF.org](http://NWTF.org). Prior to that, she worked in the marketing and promotions division at the South Carolina Department of Agriculture. For two years after graduating college, Hatfield was a registered client associate at Merrill Lynch, Pierce, Fenner & Smith, where she obtained her Series 7 and 66 licenses. Experience in the financial sector helped Amy develop [archerytrade.org](http://archerytrade.org) as an effective and relevant business-related tool for archery and bowhunting retailers and manufacturers. Hatfield is a South Carolina native, where she currently

resides with husband Mark, a certified wildlife biologist, and their son Luke, age 4.

### **About Grand View Outdoors**

Grand View Outdoors is a premier online destination for avid outdoor enthusiasts whose passions center on hunting. It brings together the full breadth of expertise, in-depth information and breaking industry news found online and in the pages of Grand View Outdoors' print and digital magazines. Grand View Outdoors publishes three consumer titles: *Bowhunting World*, *Predator Xtreme* and *Whitetail Journal*. *Archery Business*, *Shooting Sports Retailer* and *Tactical Retailer*, three leading trade media brands, are among the most recognized and respected resources in the field. Outdoors, indoors, in the stand, and in demand, Grand View Outdoors hunting and shooting sports brands are sharply focused on key enthusiast markets. Find us at [Grandviewoutdoors.com](http://Grandviewoutdoors.com)

### **About Grand View Media**

Grand View Media serves industries from horticulture to hunting to health care, publishing content and providing client services for business-to-business and consumer markets. Whether via magazines, custom publications, digital communities, websites or proprietary lead generation tools, Grand View Media presents clients with custom solutions. Specializing in the green, outdoors, industrial and health care industries, almost 30 brands combine for collaborative, comprehensive solutions for clients worldwide. Grand View Media is a wholly-owned subsidiary of EBSCO Industries, a multibillion-dollar international conglomerate based in Birmingham, Alabama. One of the largest privately held companies in the U.S., EBSCO Industries is No. 1 in the world for many media and data services and comprises more than 40 diverse business units.

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