

JOEL SHANNON

DIGITAL JOURNALIST | SAN DIEGO, CA

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— EXPERIENCE —

GANNETT: USA TODAY & USA TODAY NETWORK (5 years — March 2015 - present)

Writing, editing, content strategy and analytics

USA TODAY: News Now reporter (May 2018 - present)

Grow audience by assigning, writing and editing trending & breaking news:

- **March 2020:** Top 1% of Gannett's 5,000 journalists for page views.
- **Spring 2020:** Contributed to various coronavirus pandemic coverage projects and teams: Fact check, breaking news, trending news and USA TODAY Explains.
- **Summer 2019:** Edited and coached five new journalists. Coordinated evergreen content project that generated more than one million page views.

USA TODAY NETWORK — YORK DAILY RECORD: Reporter, editor (March 2015 - May 2018)

Digital transformation leader: Audience analysis, social media management

- **PA Issues Reporter** (~1 year): Doubled readership by gaining national audiences.
- **Digital Planning Editor** (~1 year): Managed staff of four producers, social media following of 150,000+
- **Innovation Editor / Audience Analyst** (~1 year): Coded interactive websites; hired motion graphics expert; led newsroom analytics

CALKINS MEDIA: BEAVER COUNTY TIMES (~1 year — starting May 2014)

Social media management, workflow automation, print page design and mobile site design

— SKILLS —

Analytics
Adobe, Chartbeat,
parse.ly

Adobe
Creative Cloud:
InDesign,
Photoshop

Web design
HTML, PHP,
Bootstrap

Writing/editing
News, enterprise,
video scripts

Social media
Tweetdeck,
Crowdtangle,
Facebook creator
studio

— USA TODAY CLIPS —

Breaking news:
'Unprecedented act of violence': 49 people killed in two Christchurch mosque shootings

Trending:
Sunday's date is a rare palindrome that hasn't happened in over 900 years

Coronavirus:
Fact check: Does using ibuprofen when you have coronavirus make symptoms worse?

Enterprise:
The last day of Passover: Two families, one shared tragedy at Poway synagogue