

JOEL SHANNON

— read my latest work: bit.ly/JoelBylines | more clips: joelshannon.us —

JOURNALIST

Gannett: March 2015 - present

USA TODAY:

NOW REPORTER: May 2018 - present

Write trending stories that reach millions of readers every month:
identify engaging stories by mining social media; **edit** articles written by coworkers and USA TODAY Network journalists; **contribute** to USA TODAY's breaking news coverage

USA TODAY NETWORK / YORK DAILY RECORD:

PA ISSUES REPORTER: February 2017 - May 2018

Doubled readership by gaining national audiences:
wrote for four Pennsylvania newspapers; **managed** long-term project planning; **edited** enterprise and daily stories

DIGITAL PLANNING EDITOR: May 2016 - February 2017

Managed staff of four producers, social media following of 150,000+:
communicated regional digital strategies across three states and six newspapers as Gannett Atlantic social leader; **continued** a growing social followers, engagements and referrals

INNOVATION EDITOR / AUDIENCE ANALYST: March 2015 - May 2016

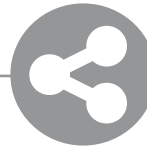
Predicted the next big thing — then did it:
coded landing pages, calculators, websites; **identified** the rise of video; hired motion graphics expert; **led** newsroom analytics efforts

(PREVIOUS EXPERIENCE)

DIGITAL MEDIA SPECIALIST

Beaver County Times
May 2014 - March 2015

Led mobile presentation and analytics efforts; **designed** news and sports pages on deadline; **copy edited** content; **pioneered** time-saving workflow innovations



EDITOR-IN-CHIEF

Student newspaper: The Geneva Cabinet
Fall 2012 - Spring 2014

Designed and launched first web presence; **oversaw** a staff that won 8 statewide journalism awards in final year



(OTHER PROJECTS)

PUBLICATION DESIGNER & RESEARCHER

Penn State Extension
Summer 2012, 2013 (internship); fall 2015 (part-time); fall 2017 (part-time)

Researched, designed and marketed a series of publications that promoted fresh, locally-grown food (2012-2015). **Surveyed** participants in a grant-funded workshop, successfully gathering data at an unprecedented 60% response rate; **designed** a report of my findings.



OTHER

Marketing writing: Role Model Software, summer 2017 — Authored blogs and website pages for North Carolina-based software company // **Wedding photo album design:** Robert Jinks photography, summer 2017 - spring 2018

CONTACT

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EDUCATION

2014 Geneva College
BA in Writing

Graduated summa cum laude
Attended on full academic scholarship

SKILLS

ANALYTICS (ADOBE ANALYTICS/OMNITURE, GOOGLE ANALYTICS, CHARTBEAT, CROWDTANGLE, EXCEL, FACEBOOK INSIGHTS)

DESIGN (ADOBE CREATIVE SUITE — INDESIGN, ILLUSTRATOR, PHOTOSHOP; WEB — HTML, PHP, BOOTSTRAP)

DIGITAL (SOCIAL MEDIA MANAGEMENT, SEO)

WRITING & EDITING (FEATURES, NEWS, INVESTIGATIVE, SCRIPT WRITING)

PHOTOGRAPHY & VIDEO (DSLR, NONLINEAR EDITING, MOTION GRAPHICS DIRECTION)

CLIPS

BREAKING NEWS:
'Unprecedented act of violence': 49 people killed in two Christchurch mosque shootings
[BIT.LY/2YTTWGW](http://bit.ly/2YTTWGW)

TRENDING:
Doctor delivers end-of-life news via 'robot,' leaving family frustrated
[BIT.LY/2WNISEJ](http://bit.ly/2WNISEJ)

USA TODAY 1A CENTERPIECE (05.17.18):
Danger for decades? Even closing infamous nuclear power plant TMI won't eliminate hazards
[BIT.LY/2YURP79](http://bit.ly/2YURP79)

AWARDS

Midwestern Regional Emmy Nominee
DIRECTOR, INFORMATIONAL CATEGORY // 2016

Edith Hughes Emerging Journalist
STATEWIDE AWARD // 2016 // AWARDED BY PENNSYLVANIA NEWSMEDIA ASSOCIATION