

# Rachel Schallom

Newsroom leader and strategist, specializing in digital storytelling with expertise in newsletters, integrated visual storytelling and platform-specific news content

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## Leadership

Curate a successful weekly newsletter on visual storytelling with a 50%+ open rate  
[bit.ly/bivsnewsletter](http://bit.ly/bivsnewsletter)

2016 ONA-Poynter Leadership Academy for Women in Digital Media  
Regular speaker at conferences nationwide and internationally  
Mizzou Women in Media mentor  
Hacks/Hackers former co-organizer

## Awards

2016 EPPY finalist in best investigative feature, best innovation project and best investigative video  
2015 Society of Features Journalism honorable mention for digital innovation  
2015 ASNE finalist for distinguished writing on diversity  
2014 Online Journalism Awards winner for innovation in investigative journalism

## Skills

HTML, CSS, Javascript  
User experience and interface  
inDesign, CCI, Photoshop, Illustrator

## Education

Masters of Arts in Journalism  
Emphasis in newsroom management  
University of Missouri  
Bachelor of Journalism, University of Missouri

## Work Experience

### Newsroom project manager

Wall Street Journal. New York City. July 2017-Present.

- Strategize, implement and communicate transformation initiatives across the newsroom
- Transform how teams plan and produce content for a mobile-first newsroom
- Interface with the Journal's senior leadership on the company's highest priorities

### Director of interactives

Fusion. Miami, Florida. September 2015-December 2016.

- Led a team of multi-skilled digital storytellers producing award-winning immersive experiences on desktop, mobile, virtual reality and apps
- Conceptualized and oversaw enterprise projects
- Edited data stories and investigative projects
- Devised digital strategy plans for media partnerships, social media and audience development
- Wrote the publishing and promotion strategies for all investigative projects
- Evaluated pitches, assigning and managing work to both full-time staffers and freelancers
- Experimented in new technology spaces, including a mobile game illustrating gerrymandering
- Collaborated with sales teams to identify and execute new revenue opportunities

### Adjunct professor, coding for journalism students

University of Miami. Miami, Florida. 2015-2016.

### Interactive editor

Sun Sentinel. Fort Lauderdale, Florida. October 2013-September 2015.

- Proposed and grew the interactive team from scratch
- Introduced new digital concepts into the newsroom
- Conceived, guided and implemented special projects, investigations and interactives
- Integrated audience data into editorial decisions
- Integrated social strategy into editorial workflow

### Print designer

Sun Sentinel. Fort Lauderdale, Florida. August 2012-October 2013.