

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 digital storytelling with a 50%+ open rate
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

Analytics analysis: Parsley, Omniture, Google Analytics and Chartbeat
SEO trends and keywords

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.

- Create action plans for new editorial sections and evergreen content to increase membership
- Lead a content review initiative to identify areas of opportunities within every editorial team
- Strategize for newsletters, columns and social products, targeting new audiences
- 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

Senior Writer for The Cohort

Poynter. March 2018-Present.

- Report and write Poynter's biweekly newsletter on issues impacting women in journalism, reaching more than 5,600 subscribers

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, oversaw and edited enterprise projects
- Edited data stories and investigative projects
- Devised digital strategy plans for media partnerships, social media and audience development
- Wrote the publishing, distribution 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.