

Emily Ristow

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Experience

Audience engagement and mobile editor September 2017 - present
Milwaukee Journal Sentinel, Milwaukee

- ♦ Set strategy for the Journal Sentinel on Facebook, Twitter, Instagram and LinkedIn
- ♦ Post to flagship Facebook, Instagram and Twitter accounts, including creating content specifically for those platforms
- ♦ Initiate and execute mobile push alert strategy
- ♦ Manage mobile and desktop homepages and section fronts
- ♦ Plan and execute newsroom training on digital best practices and workflows
- ♦ Participant in the Knight-Temple Table Stakes project, where I contributed to developing a digital strategy for the newsroom

Digital producer and copy editor September 2013 - September 2017
Milwaukee Journal Sentinel, Milwaukee

- ♦ Posted and produced digital content, including crafting SEO headlines and teasers, packaging related elements, managing homepage and section pages, and promoting content
- ♦ Worked as the Sunday day editor, assigning and editing stories for online and print
- ♦ Helped develop digital workflow and best practices when newsroom moved to new CMS
- ♦ Edited local news, feature and wire stories for clarity, accuracy, and Associated Press and local styles; and wrote headlines, cutlines and other display type for daily morning newspaper

Digital specialist, copy editor/designer October 2009 - August 2013
The Augusta Chronicle, Augusta, Ga.

- ♦ Helped lead digital-first initiative by training and creating reference materials for reporters, editors and designers on new workflow and content management system
- ♦ Led development and design of Augusta Golf! iPad app featuring Masters Tournament coverage; trained others on Adobe Digital Publishing Suite and designing for app
- ♦ Developed workshops and provided training for a Ukrainian newspaper staff as part of the Ukraine Media Partnership Program through IREX
- ♦ Worked with editors to determine placement and play of stories online and in print
- ♦ Posted and packaged stories to AugustaChronicle.com
- ♦ Edited stories and wrote headlines for digital and print; selected wire stories
- ♦ Designed print pages and sections, including award-winning Masters Tournament section

Dow Jones News Fund editing intern June - September 2009
Cape Cod Times, Hyannis, Mass.

- ♦ Designed news, features and sports pages, and special coverage after Ted Kennedy's death

Assistant news editor/designer, reporter January 2007 - May 2009
Columbia Missourian, Columbia, Mo.

- ♦ Updated and maintained website; developed a prototype for a new ColumbiaMissourian.com
- ♦ Supervised student copy editors; selected wire stories for daily newspaper and website
- ♦ Designed front pages on deadline; designed features packages for weekend edition
- ♦ Reported general news stories, including a series exploring cable television franchising

Reporting intern June - August 2008
The Associated Press, London Bureau, London, England

- ♦ Conducted street reporting, interviews, research and writing for hard news and features originating from the London Bureau and other AP bureaus around the world

Education

University of Missouri

- ♦ Bachelor of Journalism, Print and Digital News, May 2009
 - ♦ Summa cum laude
 - ♦ Kappa Tau Alpha Honors Society
- ♦ Bachelor of Arts, Political Science, May 2009
 - ♦ Senior honors thesis
 - ♦ Departmental honors
 - ♦ Summa cum laude
 - ♦ Pi Sigma Alpha Honors Society
- ♦ Multicultural studies certificate, May 2009
- ♦ Honors certificate, May 2009
- ♦ Journalism study abroad, London, May - August 2008

Digital Skills

- ♦ **Social and sharing**
 - ♦ Facebook, Twitter, Snapchat, Instagram, LinkedIn, Google+, Hootsuite, ScribbleLive, Storify, YouTube, Brightcove
- ♦ **Analytics**
 - ♦ Chartbeat, Omniture, Google analytics, CrowdTangle, Facebook Insights
- ♦ **Programs and coding**
 - ♦ Final Cut Pro, iMovie
 - ♦ HTML, some CSS and Javascript
 - ♦ Adobe InDesign, Photoshop, Illustrator, InCopy, Digital Publishing Suite, Dreamweaver
 - ♦ Microsoft Office
- ♦ **Content management systems**
 - ♦ Web: Presto, Django, Drupal, Clickability, WordPress
 - ♦ Print: Falcon, Plan System, DTI, ContentWatch, NewsGate