

Emily Ristow

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EXPERIENCE

Milwaukee Journal Sentinel

Loyalty & Engagement News Director NOVEMBER 2018 - PRESENT

Set strategy for building loyal audience and growing digital subscriptions

Oversee newsroom's engagement strategy across digital platforms, including our sites, apps and social media accounts

Coach journalists on audience-focused thinking, social listening, digital storytelling, headlines and developing digital distribution plans

Lead our continued efforts in the Knight-Lenfest Newsroom Transformation initiative, known as Table Stakes

Coach another newsroom in Gannett-McClatchy Table Stakes program

Social & Mobile Editor AUGUST 2017 - NOVEMBER 2018

Posted to flagship Facebook, Instagram and Twitter accounts, creating content specifically for those platforms and increasing by six times the Journal Sentinel Facebook Page's reach

Initiated and executed mobile push alert strategy, helping increase app traffic by 50%

Participant in Table Stakes program, where I contributed to reshaping our overall digital strategy, which led to more than doubling our number of digital subscribers

Coached newsroom on creating social strategy as part of American Press Institute program

Digital Producer & Copy Editor SEPTEMBER 2013 - AUGUST 2017

Produced digital content, including crafting SEO headlines and teasers, packaging related elements, managing homepage, and promoting content

Worked as Sunday day editor, assigning and editing stories

Helped develop digital workflow and best practices when newsroom moved to new CMS

The Augusta (Ga.) Chronicle

Digital Specialist, Copy Editor/Designer OCTOBER 2009 - AUGUST 2013

Helped lead digital-first initiative, training newsroom on new workflow and CMS

Led development of Augusta Golf! iPad app, training others on designing interactives

Taught workshops as part of the Ukraine Media Partnership Program through IREX

EDUCATION

University of Missouri, Columbia, Mo.

Bachelor of Journalism, Print & Digital News; Bachelor of Arts, Political Science MAY 2009

Graduated summa cum laude with multicultural and honors certificates

Studied abroad in London in 2008, interning at the Associated Press

DIGITAL SKILLS

Social, sharing and search

Facebook, Twitter, Instagram, Snapchat, LinkedIn, YouTube, ScribbleLive, Hootsuite, Social News Desk, Slack, Microsoft Teams
SEO best practices, headline writing and Google Trends

Analytics

Chartbeat, Adobe Analytics, Google Analytics, CrowdTangle, Facebook Insights

Programs and coding

Adobe InDesign, Photoshop, Illustrator
Final Cut Pro, iMovie
HTML and some CSS
Microsoft Office
Multiple content management systems, including Presto, Django, Drupal and WordPress

ACHIEVEMENTS

CrowdTangle
Lighthouse Lab, SUMMER 2019
Poynter Leadership Academy for Women in Digital Media, FEBRUARY 2019
Gannett Emerging Leaders, OCTOBER 2018
ASNE Emerging Leaders Institute, JUNE 2018
Dow Jones News Fund Intern, SUMMER 2009