

Senior Digital Reporter

Jordan Lee

Professional summary

Digital Journalist with experience creating compelling digital content across various platforms. Specializes in storytelling through multimedia, including writing, editing, podcasting, and video production. Proven ability to grow online readership and engagement, with a strong background in SEO, analytics, and social media marketing.

Experience

Senior Digital Reporter

February 2020 - Now

Chicago Tribune / United States

- Write and edit daily news articles, feature stories, and investigative pieces for the digital edition.
- Lead the production of multimedia content, including video features and podcasts.
- Spearhead the strategy for growing social media engagement, increasing followers.
- Analyze user behavior and audience engagement using tools like Chartbeat to optimize content strategy.

Digital Journalist

June 2017 - January 2020

The Verge / United States

- Covered breaking technology news, including product launches, industry trends, and major events.
- Developed and executed SEO strategies, working with SEO specialists to ensure articles ranked high in search results.
- Built relationships with industry leaders and interviewed top executives to provide insightful commentary on tech trends.

Additional Projects

Founder and Host: Tech Insights Podcast

2019 - Now


- A weekly podcast focused on tech industry trends, featuring interviews with industry leaders and analysis of emerging technologies.

Volunteer: Mentor, Digital Journalism Workshop

2019 - Now

Northwestern University

- Mentor journalism students on best practices in digital content creation, SEO, and social media engagement.

 (773) 555-1112

 jordan.lee@gmail.com

 United States, Chicago, IL

Education

Bachelor's in Digital Media and Journalism

2013 - 2017

Northwestern University

United States, Evanston, IL

- **Honors:** Cum Laude
- **Relevant Coursework:** Digital Storytelling, Multimedia Journalism, Data Visualization, SEO for Journalists


Certifications


- **Google Analytics Certification** — Google Analytics Academy, 2022
- **Advanced SEO for Journalists** — Poynter Institute, 2021
- **Podcasting Mastery** — Coursera, 2020

Skills


Digital Content Creation 

SEO & Analytics 

Multimedia Production 

Content Management Systems (CMS) 


Social Media Marketing 

Audience Engagement Strategies 

Software Proficiency 

Awards

 Best Digital Feature Award, 2021

 Finalist for Digital Journalism Excellence, 2020