

# Owen Berg

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## EXPERIENCE

### Documented NY

#### Social Media Manager

New York, NY  
Aug 2024 - Present

- Manage the publication of Documented's journalism on Instagram, X and Facebook
- Communicate with partner newsrooms to coordinate social media production and co-posting, increasing reach
- Produce social video, carousel posts and text posts based on Documented's reporting and events
- Provide valuable insight and assistance on paid growth marketing strategy

### Chalkbeat

#### Audience Engagement Intern

Remote  
June 2024 - Aug 2024

- Created original [social media posts](#) based on Chalkbeat's journalism
- Produced Chalkbeat's first explainer [videos](#) for Instagram, increasing reach to non-followers
- Created opportunities for audience listening and feedback through [reader callouts](#), and assisted with article SEO reviews
- Wrote and implemented Chalkbeat's first [Reddit engagement strategy](#) and social video strategy

### Highsnobiety

#### Editorial App Intern

New York, NY  
Mar 2024 - June 2024

- Produced daily fashion news digests and visual stories for Highsnobiety's app
- Wrote daily push notifications, assisted with app content strategy, marketing and social media production
- Updated company-wide editorial standards resources

### Audience Engagement Consultant

#### THE CITY (NYU Journalism Masters Capstone)

New York, NY  
2023

- Delivered THE CITY's service and data journalism to hundreds of New York City residents via postcards and flyers
- Used data to find the most relevant areas to deliver specific stories, expanding THE CITY's reach to offline audiences
- Collected and analyzed data on multiple print delivery strategies, compiling an extensive report, resource pack and [guidebook](#)
- Influenced THE CITY's future physical engagement strategy beyond project's conclusion
- Project featured in [NiemanLab](#), at [Investigative Reporters & Editors](#) annual conference and [City & Regional Magazine annual conference](#)

### NBCUniversal

#### Digital Art & Photo Intern, NBC News Group

New York, NY  
May 2023 - Aug 2023

- Produced illustrations and curated photography for content published on NBCNews.com, TODAY.com and MSNBC.com
- Conducted photo research for long-term projects and art-directed a multi-story package for MSNBC's ReidOut Blog
- Communicated with staff across the newsroom to prepare visuals and upload them to NBC's content management system

### Cincinnati Magazine

#### Digital Media Intern

Cincinnati, OH  
June 2020 - Aug 2020

- Wrote articles covering Cincinnati's local businesses during the COVID-19 pandemic
- Published articles and photos to Cincinnati Magazine's site using Wordpress, and scheduled social media posts

### The Miami Student

#### Design Editor, Style Editor, Writer

Oxford, OH  
Aug 2018 - March 2022

- Designed print layouts and produced illustrations using Adobe Creative Suite and led group critiques
- Guided staff through major decisions during newspaper's shift to focusing on digital content
- Edited and wrote for monthly section covering fashion and style

## EDUCATION

### New York University

Master of Arts in Journalism (*Studio 20 Digital Innovation and Audience Development Program*)

New York, NY  
Dec 2023

### Miami University

Bachelor of Arts in Journalism, Bachelor of Arts in Interactive Media Studies, Minor in Fashion

Oxford, OH  
May 2022

## TOOLS & SKILLS

**Social Media & Analytics:** Instagram Reels & Slides, Facebook, LinkedIn, Reddit, X, Echobox, Later, Parse.ly, Moz, MeetEdgar, Metricool

**Writing/Reporting & Publishing:** AP Style, Google Suite, Microsoft Office Suite, WordPress, Dato, Nebula, Arc, Wordpress

**Design:** Adobe Photoshop, Adobe Illustrator, Adobe InDesign, Figma, Tableau, Canva

**Video & Audio:** CapCut, Logic Pro, Ableton Live

## SPEAKING ENGAGEMENTS

### Investigative Reporters and Editors Annual Conference

Panelist, "*Engagement experiments for investigations*"

Anaheim, CA  
June 21, 2024

### City and Regional Magazine Association Annual Conference

Speaker, "*Strategies to use as social/referral traffic declines*"

Cleveland, OH  
May 20, 2024

## AWARDS

**First Place:** AEJMC ICD Student International Multimedia News Story Contest (2021): "[The cost of anti-Asian racism](#)" for JRN 303

**First Place, Photo Illustration:** Society of Professional Journalists Mark of Excellence Awards (2020): "[Miami slow to isolate sick students](#)" for The Miami Student