

Owen Berg

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EDUCATION

New York University

Master of Arts in Journalism (Studio 20: Digital First)

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

Yonsei University

Yonsei International Summer School

Seoul, South Korea

May-Aug 2019

SELECTED PROJECTS

[Audience Engagement Consultant - THE CITY \(NYU Studio 20\)](#)

2023

I designed a strategy for delivering THE CITY's journalism to offline audiences via postcards and flyers. I spent two semesters testing print delivery strategies and compiled an extensive report, resource pack, and [guidebook](#). My project was featured in [NiemanLab](#). I was invited to speak about my project at the Investigative Reporters & Editors annual conference, and the City & Regional Magazine annual conference.

[Researcher & Designer - Social Media for Solutions Journalism \(NYU Studio 20\)](#)

2023

I conducted platform research, completed interviews and produced original journalism for a guidebook to publishing solutions journalism stories on social media. Our guide and stories were presented to the founders of the Solutions Journalism Network.

EXPERIENCE

[Chalkbeat](#)

Remote

Audience Engagement Intern

June 2024 - Present

- Created content for Chalkbeat's Instagram, LinkedIn, Facebook and Reddit pages
- Created opportunities for audience listening and feedback through callouts online
- Conducted research for incorporating Reddit and LinkedIn into Chalkbeat's content strategy

[Highsnobiety](#)

New York, NY

Editorial App Intern

Mar 2024 - June 2024

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

[NBCUniversal](#)

New York, NY

Digital Art & Photo Intern, NBC News Group

June 2023 - Aug 2023

- Produced illustrations and curated photography for content published on NBCNews.com, TODAY.com and MSNBC.com
- 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
- Conducted photo research for long-term projects

[Cincinnati Magazine](#)

Cincinnati, OH

Digital Media Intern

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

[The Miami Student](#)

Oxford, OH

Design Editor & Style Editor

Aug 2018 - March 2022

- Wrote new social media content strategy based on audience research
- Designed print layouts and produced illustrations using Adobe Creative Suite and led group critiques
- Influenced major decisions about the newspaper's shift to focusing on digital content
- Led a team of writers for a monthly section covering fashion and lifestyle

SPEAKING ENGAGEMENTS

[Investigative Reporters and Editors Annual Conference](#)

Anaheim, CA

Panelist, "Engagement experiments for investigations"

June 21, 2024

[City and Regional Magazine Association Annual Conference](#)

Cleveland, OH

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

May 20, 2024

SKILLS & EXPERTISE

Audience Engagement, Social Media Strategy, Solutions Journalism, Data Visualization, Graphic Design, Photo Illustration, Art Direction, UX/UI Research, Writing & Reporting (AP Style), Photoshop, Illustrator, InDesign, Figma, Tableau, Ableton & Logic Pro, Microsoft Office & Google Suite

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