

# Owen Berg

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## EDUCATION

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<b>New York University</b> <i>Masters of Arts in Journalism (Studio 20: Digital First)</i>	New York, NY Dec 2023
<b>Miami University</b> <i>Bachelor of Arts in Journalism, Bachelor of Arts in Interactive Media Studies, Minor in Fashion</i>	Oxford, OH May 2022
<b>Yonsei University</b> <i>Yonsei International Summer School</i>	Seoul, South Korea May-Aug 2019

## PROJECTS

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<b><a href="#">Audience Engagement Consultant</a> - THE CITY (Studio 20)</b>	2023
I designed a strategy to deliver THE CITY's service journalism to offline audiences through postcards and flyers. I tested multiple print delivery strategies for delivering three of their service articles to new readers, and compiled a report, resource pack, and guidebook for delivering service journalism to new readers through offline strategies. An article about my project was published in <a href="#">NiemanLab</a> .	
<b><a href="#">Researcher &amp; Designer</a> - Social Media for Solutions Journalism (Studio 20)</b>	2023
I conducted platform research, conducted interviews and produced original journalism for a guidebook to delivering solutions journalism through social media. Our guide and stories were presented to the founders of the Solutions Journalism Network.	
<b><a href="#">Audience Engagement Researcher</a> - The Miami Student (IMS 224)</b>	2020
I designed a new social media content strategy for The Miami Student. I analyzed social media history, designed formats for new social media posts and conducted usability tests with audience members to arrive at a set of recommendations.	

## EXPERIENCE

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<b><a href="#">NBCUniversal</a></b>	New York, NY
Digital Art & Photo Intern, NBC News Group	June 2023 - Aug 2023
<ul style="list-style-type: none"><li>- Produced illustrations and curated photography for content published on NBCNews.com, TODAY.com and MSNBC.com.</li><li>- Art directed a multi-story package for MSNBC's ReidOut Blog</li><li>- Communicated with staff across the newsroom to prepare visuals and upload them to NBC's content management system</li><li>- Conducted photo research for long-term projects</li></ul>	
<b><a href="#">Cincinnati Magazine</a></b>	Cincinnati, OH
Digital Media Intern	June 2020 - Aug 2020
<ul style="list-style-type: none"><li>- Wrote news articles covering the Cincinnati area during the COVID-19 pandemic</li><li>- Published content to <a href="http://cincinnatiimagazine.com">cincinnatiimagazine.com</a> using WordPress</li><li>- Scheduled posts for sponsored content on Twitter and Facebook</li></ul>	
<b><a href="#">The Miami Student</a></b>	
Design Editor, Style Editor, Writer	Aug 2018 - March 2022
<ul style="list-style-type: none"><li>- Wrote new social media content strategy based on audience research</li><li>- Led supportive group critique sessions with student designers</li><li>- Influenced major decisions about the newspaper's shift to focusing on digital content</li><li>- Increased collaboration between the design section and the rest of the newsroom, leading to greater efficiency</li><li>- Designed print layouts and produced illustrations using Adobe Creative Suite</li><li>- Led a team of writers for a monthly section covering fashion and lifestyle</li><li>- Wrote articles for the news, culture, opinion, entertainment and style sections</li></ul>	

## SKILLS & EXPERTISE

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

## AWARDS

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**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