

JORDAN RAY-HART

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EXPERIENCE

Web Producer

2018 - Present

Houston Chronicle / Hearst | Houston, Texas

Responsible for curating HoustonChronicle.com and staff content with the goal of increasing user interactivity, subscriptions and traffic, particularly among local readers. Train reporters and editors on best digital practices and our CMS. Coordinate with Hearst's product team on the launch of new features and bug fixes. Promote content by sending push alerts and breaking news emails. Evaluate data trends to help make informed decisions on both daily content and longer term projects.

Key Accomplishments:

- Received accolades, including multiple Texas APME Awards and an Editor's Award, for online packaging, page design, live coverage and homepage management.
- Helped oversee tremendous site growth, including a 72% jump in total visits, during my first year.
- Created content that accounted for more than 3.3M overall visits and 1.1M prospect visits in 2020.
- Spearheaded the site's 2019-20 redesign by building landing pages, story collections, breaking bars and more.

Central Region Growth Producer

Dec. 2017 - Dec. 2018

Fort Worth Star-Telegram / McClatchy | Fort Worth, Texas

- Ran 15+ social media accounts and handled the bulk of packaging for sports stories across the region (Fort Worth, Kansas City, Wichita and Belleville).
- Created strategies for engagement and monitored analytics alongside a team of 7 other regional producers.
- Previously worked as an audience growth editor for Fort Worth's web team, focusing specifically on headline writing, social media, content packaging, search optimization and digital strategy.

Web Producer

Feb. 2017 - Dec. 2017

Laredo Morning Times / San Antonio Express-News / Hearst | San Antonio, Texas

- Ran nearly all of the day-to-day web operations for LMTonline.com, including site management, social media, content creation and analytics analysis, from the Express-News newsroom.
- Collaborated with the mySA.com team to create stories that would appeal to audiences in multiple Texas markets.
- Racked up nearly 31% of LMT's total pageviews over a 7-month period.

Associate Reporter

June 2016 - Oct. 2016

MLB.com / MLB Advanced Media | Houston, Texas

- Reported on the Houston Astros by writing pre-game, in-game and post-game stories, interviewing players, coaches and front office staff, shooting video and posting on social media.

Web Intern

Sept. 2014 - Dec. 2014

POLITICO / Capitol News | Arlington, Virginia

- Worked 32+ hours a week on the company's web team, helping with site management, editing and posting stories, creating photo galleries and other graphics, uploading videos and sending daily newsletters.

EDUCATION

Northwestern University | Master of Science, Journalism

June 2016

- GPA: 3.8/4.0
- Specializations in Sports Media and Interactive Narrative

Texas Christian University | Bachelor of Arts, Major in Journalism, Minor in Writing

May 2015

- Finalist for SPJ Mark of Excellence Award in Television In-Depth Reporting