



Lianna Norman

352-226-6413 | liannaanorman@gmail.com | LinkedIn: Lianna Norman | Twitter: @LiannaNorman

Summary

Journalist of five years with demonstrated experience in project management, reporting and production (digital, print, audio) and UX research.

Experience

Business Insider, New York, New York

Transportation Fellow, January 2021-July 2021

Covered the intersection of the booming electric vehicle market, the battery industry that powers its progress and the startups and companies in the American market steering the trajectory of electromobility.

Flamingo Magazine, Jacksonville, Fla.

Editorial Intern, January 2020 - April 2020

Assisted in strategizing the Flamingo Magazine social media plan for 2020 in order to boost engagement and organic reach. Assisted in copy and content production for Flamingo's weekly newsletter.

Transport Topics News, Washington D.C.

Government Reporter, June 2019 - August 2019

Reported on the intersection of policy and the trucking industry. Attended and wrote articles on the Senate Finance, Commerce and EPW committee hearings.

Spinnaker Media, Jacksonville, Fla.

Editor in Chief, News Editor, September 2018 - April 2020

Managed a team of 20 paid student employees and volunteers and organized the daily coverage plan at the University of North Florida's student-run digital news platform. Collaborated with the Creative Services department for a semesterly print magazine. Collaborated with radio to produce UNF's first weekly news reporters' journal podcast. Hosted a weekly live radio hour.

Education

Columbia University's School of Journalism

Master's of Science, August 2020-Summer 2022

- Writer for Trumplandia Magazine, Spring 2022.
- Reporter and Newscaster for Uptown Radio, Fall 2021.
- Completed a written master's project on the current state of the emerging American electric vehicle market in comparison to global competitors, Summer 2021.
- News product project co-manager and designer for an original news product (pitched to the Brown Institute) Spring 2021.

The University of North Florida, Bachelor of Science in Communications, Concentration in Journalism, minor in Creative Writing, June 2017 - May 2020

- President of the UNF Multimedia Production Club 2019 - 2020.
- Chosen to sit on a panel of student leaders, to inform the UNF Board of Trustees on student life issues and student employee needs.

Skills

Adobe Audition, Premiere, Photoshop

Hoot suite certified

Wordpress, Search Engine Optimization

Figma

Procreate

Rundown Creator

References

Alex Davies, Transportation Desk Editor at Business Insider, email: aadavies@insider.com

Tricia Booker, Journalism Professor, University of North Florida, Cell: (904) 484 4225

Gary Kicinski, Multiplatform Managing Editor at Transport Topics News, gkicinski@gmail.com