

# Greta Forslund

[gforslund@comcast.net](mailto:gforslund@comcast.net), 360-310-8949

[Twitter](#), [LinkedIn](#), [Portfolio](#)

Journalist with experience in editing, reporting, social media and leadership in student and professional newsrooms. Proficient in editing for AP Style, grammatical errors, organization of ideas, brevity and clarity in digital and print content. Skilled in identifying and fixing story holes, collaborating on developing stories and fact-checking.

## Experience:

**The State Press | Arizona State University** – Tempe, Arizona

*Named SPJ's No. 1 independent online student publication for 2021.*

**Executive Editor** – May 2022 – present

I oversee operations and content of 100+ staff and editors in digital, magazine and multimedia departments. I have final say over all content and internal issues, and I manage our budget, hiring, diversity council and engagement team. I oversee La Prensa, our Spanish-language desk, and began creation of original Spanish-language reporting.

**Managing Editor** – December 2020 – May 2022

I was managing editor for three semesters, overseeing six digital reporting desks, their editors and reporters. I edited all digital stories and worked daily with staff to create pitches, guide reporting and oversee enterprise and breaking coverage.

**Community and Culture Editor** – May 2020 – December 2020

**Community and Culture Reporter** – November 2019 – May 2020

**Cronkite News | Arizona State University** – Phoenix, Arizona

**Digital producer** – January 2023 – present

I format digital content including text, multimedia and graphics to publish on the Cronkite News website. I write and publish posts to Twitter, Facebook and Instagram. I assist in copy editing stories and social media content.

**The Arizona Republic | AZCentral** – Phoenix, Arizona

**Production Intern** – January 2022 – May 2022

I edited and formatted stories for publication online and in print. I wrote headlines, subheadings and URLs for SEO, edited stories for AP Style and created multimedia elements and galleries for use in online content.

**The Wenatchee World | Wick Communications** – Wenatchee, Washington

**Digital Intern** – May 2021 – August 2021

I managed Wick Communications' digital community discussion platform, NABUR, for the Wenatchee market, moderating discussions and prototyping on-boarding changes. I wrote stories for online and print publication based on major community conversations on NABUR.

**Arizona Capitol Times** – Phoenix, Arizona

**Reporting Intern** – January 2021 – April 2021

I pitched and reported stories on state politics topics like education, criminal justice, water, housing and taxes.

**Barrett, The Honors College | Arizona State University** – Tempe, Arizona

**Marketing Content Coordinator** – September 2019 – November 2020

I pitched and reported 30 news and feature stories on events and people in the Barrett community.

**The Blazer News | Timberline High School** – Lacey, Washington

**Editor-in-Chief** – June 2018 – June 2019

**Education:** BA, Journalism – Walter Cronkite School of Journalism and Mass Communications, Arizona State University, graduating May 2023. Minor in digital audiences. Cumulative GPA: 3.85.