

CLAIRE CARDONA

EXPERIENCE

THE DALLAS MORNING NEWS

BREAKING NEWS PRODUCER • FEBRUARY 2016 – PRESENT

Cover breaking news stories from across the state with an eye for what will connect best with local and loyal readers while still reaching a large audience.

Consistently produce high-performing articles including two that have gotten more than one million views each. One of the leading news reporters with top metrics for audience development, read time, page views and subscription conversions.

Part of the Pulitzer-nominated team that covered the July 7, 2016, Dallas police shooting. Maintained the online story of the ambush through that night. Coverage won first place for spot news from the National Headliner Awards, was a finalist for the Online Journalism Awards and was recognized by APME.

NIGHT REPORTER • SEPTEMBER 2013 – JANUARY 2016

Covered the Dallas Zoo, general assignments and breaking news including including the first Ebola patient to die in the U.S., the shooting at a controversial Prophet Muhammad cartoon contest in Garland, severe weather and police shootings.

DIGITAL CONSULTANT TO THE EDITORIAL DEPARTMENT • JULY – SEPTEMBER 2013

Increased daily views of editorial department content by 50 percent over a 10 week period. Established best practices to boost editorial page's presence, audience engagement and readership.

AUSTIN BUREAU REPORTER • AUGUST 2012 – JUNE 2013

Covered higher education, women's health and criminal justice during the 83rd Legislature. Live-blogged Wendy Davis' filibuster that quashed a contentious abortion bill. Managed and grew the bureau's social media accounts. Used data obtained through public information requests to form the basis for enterprise stories and interactives. Covered the deadly fertilizer plant explosion in West, Texas.

THE TEXAS TRIBUNE

NEWS INTERN • SEPTEMBER – DECEMBER 2011

SAN ANTONIO EXPRESS-NEWS

METRO INTERN • JUNE – AUGUST 2011

CHINA IN FOCUS

REPORTER & CONTENT EDITOR • MAY – JUNE 2011

Reported on issues of health care and human interest in China during a month-long trip as part of a UT foreign correspondent's workshop. Worked with a translator to write about the taboos of mental illness, rural health care and one Texan's barbecue joint. Edited student-produced content for online publication.

THE DAILY TEXAN

MANAGING EDITOR, ASSOC. MANAGING EDITOR, NEWS EDITOR • AUGUST 2009 – MAY 2011

Managed staff of 200, ran meetings and edited all content three nights a week. Worked with a team to initiate the redesign of the print product and oversaw implementation of a new website.

ONLINE

Email: czcardona@gmail.com

Twitter: [@clairezcardona](https://twitter.com/clairezcardona)

Portfolio: clairecardona.com

EDUCATION

BA, Journalism

The University of Texas at Austin, May 2012

SKILLS

AP style, Adobe Creative Suite, backgrounding tools, Chartwerk, DocumentCloud, Escenic, Final Cut Pro, Google Analytics and G Suite, Mac & Windows OS, Microsoft Office Suite, newsroom CMS Newsgate and CCI, Online Mapping, Parse.ly, Scribd, SEO, Serif, Slack, social media, Storify, Videolicious, Wordpress

TV/RADIO APPEARANCES

BBC Radio, Texas Standard, Nancy Grace, Texas Capital Tonight