

# GABRIELLE SHAW

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New York, NY 10075

## PROFESSIONAL SUMMARY

Lifestyle reporter with a passion for telling stories from the ground-up. Always ready for a new challenge, a new voice to nail, and a new reader to feel moved by my writing. Meticulous in style, proofreading, and fact-checking.

## SKILLS

- Engaging Storytelling
- Content Creation
- Editing
- Research and fact-checking
- Audience engagement

## EXPERIENCE

**Lifestyle Reporter**, Business Insider, May 2018 - Current, New York, NY

- Wrote fresh, informative, and captivating content for Business Insider's audience and partners such as MSN, Apple, and Yahoo about various topics, including entertainment, lifestyle, news, travel, food, and real estate each day
- Stayed current on local, state, national and international news with continuous research
- Found stories, chased leads, interviewed experts to get the most well-informed reporting
- Brainstormed story ideas both monthly and weekly for various verticals across our editorial partners and Business Insider
- Edited and assisted with managing fellows on the team, providing feedback, pitch ideas for them to write, and evaluate performance

**Distribution Intern**, Business Insider, Nov 2017 - May 2018, New York, NY

- -Responsible for writing articles each day about various topics, including entertainment, lifestyle, news, and human interest each day, specifically catered towards the MSN audience — but also worked for Business Insider readers as well
- Participated in brainstorming sessions to generate innovative ideas for editorial growth
- Managed social media accounts to promote BI and engage with readers online

**Contributing Writer**, Spoon University, May 2017 - Sep 2017, New Orleans, LA

- Pitched and wrote stories focused on food for a college audience
- Executed first-person reporting and narrative stories

**Contributing Writer**, HerCampus, Aug 2016 - May 2017, New Orleans, LA

- Contributor for Her Campus Tulane Blog

- Produced bimonthly content for college women dealing with pop culture, campus life, etc.

**Annual Giving Coordinator**, RuffaloCODY, Mar 2014 - Apr 2017, New Orleans, LA

- Managed donor database and ensured accurate record-keeping for all contributions
- Maintained calendar of annual giving activities to ensure timely execution of campaigns
- Participated in community outreach opportunities to raise awareness about organization's mission
- Implemented targeted strategies for engaging lapsed or under-engaged donors

## EDUCATION

**Bachelor of Science (B.S.):** Public Health  
Tulane University, New Orleans, LA, May 2017