

# Justin E. Ray

Digital Journalist \* Multiplatform Editor \* Social Media Specialist

1900 Grace Ave  
Apt. 6  
Los Angeles, CA 90068

513.344.0984  
@jray05  
Jray0555@gmail.com

## EXPERIENCE

### Metro reporter, Los Angeles Times

June 2021 - August 2022

Wrote the paper's daily flagship newsletter, Essential California, recapping the top news of the state.

Interviewed state officials, company owners, and other journalists.

Generated and reported stories alone, based on analytics and newsworthiness.

### Audience Editor for Entertainment Section, Los Angeles Times

February 2020 - June 2021

Managed social media platforms for the paper's entertainment and main accounts.

Played a fundamental role in increasing traffic across sections of the paper.

Contacted representatives from social media platforms to promote articles and videos.

Guided conversations inside the newsroom around race and inequality.

### Digital Media Editor, Columbia Journalism Review

May 2016 - January 2020

Developed and deployed social-media and digital content distribution strategies across platforms including Web, mobile, Facebook, Twitter, and newsletters.

Communicated strategy to CJR staff, board of overseers members, and donors.

Edited and optimized content and wrote headlines for maximum reach.

Wrote and edited stories and newsletters, and commissioned articles.

### Web Editor, NBC Owned Stations

OCTOBER 2013 - August 2016

Managed social media, composed tweets, and wrote Facebook posts.

Reported breaking news stories around police shootings and city government.

Conducted interviews, contacted sources, and obtained statements contributing to broadcast.

### Contributing Writer, Complex Magazine

May 2013- August 2013

Wrote articles about art and design as relevant to the hip hop community.

## EDUCATION

**New York University**, Masters of Arts in Magazine Journalism, 2012

**Loyola University**, Bachelor of Arts in Journalism and English, 2011

## SKILLS

Social Media Strategy

Content Optimization

Reporting

Writing

Story Editing

Headline Writing

Google Analytics

MailChimp

Wordpress

Chartbeat

Buffer

## MEMBERSHIPS

NABJ

NLGJA

LAT Black Caucus