

helenestock@yahoo.com

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Clips

- <https://www.helenreis.com/>

Skills

- Transforming stories by shaping, distilling and sharpening copy well beyond line editing
- Training and mentoring journalists who have gone on to establish themselves in highly respected roles at top news outlets
- Managing teams with all levels of experience, including freelancers/contractors and full-time staff
- Writing the most compelling headlines and teaching the art to others
- Spotting the most important stories about money and business
- Managing and prioritizing editorial calendars
- Creating brand-building news franchises
- Copyediting, vetting and fact-checking with a meticulous eye
- Establishing content integrity standards
- Conceptualizing charts and infographics
- Optimizing growth teams and SEO tools to guide coverage
- Curating and repackaging copy for newsletters and newspaper partnerships

Education

05/1995

Bachelor Of Arts:

Journalism

University Of New Hampshire

Durham, NH

Helen Reis

LinkedIn

Summary

Fifteen-year veteran of financial journalism with exceptional editing skills, proven news judgment and extensive experience in digital and print news, evergreen, enterprise and data visualization. Driven editor and leader who's passionate about mentoring, coaching and making complicated topics easy to understand. Obsessed with content integrity, consistency and process.

Expertise spans pocketbook issues including mortgage financing, real estate, retirement planning, investing, banking, insurance, taxes and student loans, as well as economic data, monetary policy, earnings, company news and financial markets.

Experience

The Messenger - Senior Editor, Your Money

New York

05/2023 - 01/2024

Senior editor overseeing personal finance coverage at this now-defunct digital startup. Assigned, edited and wrote hard news and service/explainer stories pertaining to all stages of financial life: preparing or paying for college, buying or selling a home, navigating tax time, saving for retirement, etc. Also edited breaking news on a wide variety of business topics, including coverage of the economy, financial markets and company news.

Dotdash Meredith - Senior News Editor

New York

06/2020 - 06/2022

Created and led the news operation of The Balance, an evergreen personal finance website owned by Dotdash Meredith and primarily focused on service journalism. Built a team of seven that produced 5-6 news stories a day covering inflation, the job and housing markets, student loan reform, pandemic relief, tax changes and the stock market.

- Assigned and edited breaking news stories, long-form enterprise, data analysis, explainers and more. Created seven original brand-building franchises, including Off the Charts, Number of the Day, Your Questions Answered and a news-driven dictionary series.
- Hired and trained all staff, cultivating raw talent, creating story blueprints, establishing guidelines for editing and reporting, and constructing stringent fact-checking and correction policies.
- Conceptualized and vetted hundreds of data charts. Collaborated with art director to create custom visuals for both breaking news and features.
- Liaised with the news leads of more than a dozen other Dotdash Meredith websites to pool news resources and share best practices.
- Collaborated with growth team to identify assignment opportunities.
- Vetted daily newsletter content.

- Summa cum laude graduate
- International affairs dual major
- Russian language minor
- Phi Beta Kappa member

Dotdash Meredith - Editor (Contract)

New York

06/2019 - 05/2020

Edited a wide variety of evergreen educational articles for The Balance, helping dozens of freelance journalists and subject matter experts advise readers on how to build a healthy credit history, manage debt, apply for loans, choose the best credit cards and more. Mentored and coached contributors, created the site's first correction policy and helped realize fact-checking and quality control initiatives.

Bloomberg News - Reporter, Editor, Editorial Director

New York

11/2000 - 10/2011

2008-2011

Editor, and then editorial director, for the content syndication group. Led team of graphic artists and one deputy editor charged with creating custom infographics and curating, repurposing and repackaging copy for other news outlets. Managed relations with the newsroom.

- Ran editorial side of Bloomberg's ground-breaking partnership with the San Francisco Chronicle, editing custom packages everyday.
- Followed the biggest news across all major markets and business beats to create daily news budgets for hundreds of clients such as the Washington Post.

2004-2007

Editor and team leader overseeing coverage of the insurance trade and billionaire investor Warren Buffett. Led team of six through some of the biggest story lines in the industry, including the aftermath of Hurricane Katrina and the fall of AIG CEO Hank Greenberg.

- Started the first dedicated insurance team at Bloomberg, hiring and training reporters and editors, structuring beats and establishing a primer for writing elegantly about the industry's earnings reports.
- Followed Buffett's every move, covering his influence, his stock picks and his acquisitions.

2000-2004

Reporter covering banking, credit cards, finance and later, insurance.

- Won the Front Page Award from the Newswomen's Club of New York after discovering AIG's link to a deadly Rhode Island nightclub fire.

American Banker - Reporter

New York

07/1999 - 11/2000

- Covered credit cards and payment technologies for this daily banking trade publication. Promoted to national desk to cover investment banks before being recruited by Bloomberg.

Nashua Telegraph - Reporter

Nashua, NH

10/1997 - 07/1999

- Covered Nashua's biggest suburb for this metro daily newspaper.

Bennington Banner - Reporter

Bennington, VT

10/1995 - 07/1997

- Covered schools in six towns for this small daily newspaper.

Honors

Newswomen's Club of New York Front Page Award, 2003

Vermont Press Association Rookie of the Year, 1996