

Shayne Jones

My objective: I strive to approach stories from relatable yet provocative angles that challenge the status quo and prove that young people have a prominent voice in today's media stratosphere. I pledge every day to incorporate my own journalistic flair into the pieces I create with a commitment to producing professional work and the resolve to never succumb to the norm.

12660 Easton Drive

Saratoga, CA 95070

(408) 318-9956

snjones0398@gmail.com

<https://snjones.journalportfolio.com>

EXPERIENCE

Store Artist / Editor in Chief and Creator of Trader Joe's Tribune — Trader Joe's North Beach

March 2022-Present

- Pitched, designed, reported, wrote and produced first-ever store newsletter including crew member features, product reviews, customer insights and recipes (First issue [here](#)). Its creation resulted in the hiring of at least one employee to the company, has received 100% positive feedback and reached over 1500 readers.
- Curate, design and create store art & marketing signage that has directly increased sales of multiple products. Track and record industry price fluctuations.

Freelance writer — Jones Freelance

(April 2021-present)

- I cover the quirky corners, stories and people of iconic San Francisco and the sprawling South Bay
- I adore writing narrative features on topics like the intersection of culture and food; environmental/wildlife conservation; the disappearing historic idiosyncrasies of downtown SF; and I'm currently working on a travel story about a hidden oasis sandwiched between a gas station and auto shop in the grimy concrete belly of a town in Humboldt County, CA.
- My work has appeared in SFGate, Trader Joe's North Beach and the Boulder Daily Camera

Belvedere and Public Safety Reporter — The Ark Newspaper (Remote/Hybrid)

April 2021-April 2022

- Covered local, county and state public safety issues including racial profiling, climate change and the effects of playground carcinogens
- Focused on analysis, investigative and public service storytelling while turning daily breaking news and features.
- Utilized public records, meetings, academic research and in-person sources to pen multiple award-winning stories, including first place for in-depth reporting (Weeklies 4,300 and under) in the 2022 California News Publishers Association awards.

Staff Writer — The Daily Aztec

2018-2020

- Cultivated and interviewed expert sources on tight deadline, fact-checked information
- Investigated and organized cohesive stories that reflected a solid understanding of complex issues
- Collaborated with section editors to revise work

Columnist, Unpoached — The UW Daily, University of Washington

2016-2017

- Mined for stories and sources involving issues relating to climate, scientific conservation and environmental policy in the Pacific Northwest
- Pitched and designed my own independent column which garnered attention from outside organizations. My first column was republished in a local conservation journal.
- Drove enough traffic to the site in my column's first year to be asked to become the opinion section's editor as a sophomore. I transferred before I could accept the role

EDUCATION

Bachelor of Arts, Journalism and Media Studies with Auxiliary Discipline in Biology — San Diego State University, Class of 2020

SKILLS & CERTIFICATIONS

-Expert writing and communication resulting in ready-to-publish pieces utilizing AP Style, Wordpress Website Design, Adobe InDesign

-Investigations tools and methodologies, including Google analytics, public records/city reporting, interviewing, public speaking and research-based writing, copy-writing and editing

-Strong familiarity with various media tools such as Adobe Premiere, social media advertising strategy, creative ideation and SEO

Additional Writing Experience + Awards

SFGate: "Vault lights in San Francisco sidewalks could completely disappear one day" ; "Restoration project removes more than trees: Some Bay Area residents lose their backyards"

The Boulder Daily Camera: "Finding Middle Ground on Wolves"

2022 California Journalism Awards- Print Division: First place, "Belvedere police stop illegal sharing of license-plate data" (Weeklies 4,300 & under). Judge's comment: "Nicely researched package with a direct result on the community. Impactful."

2022 National Newspaper Association Awards: First place, non-daily/circ. less than 3,000: Reporting on policing and diversity; Third place, non-daily/circ. Less than 3,000: Best sports feature or series; Second place, non-daily/circ less than 3,000: Reporting on local government; Third place, non-daily circ 2,000-3,999: Best health story

2021 CA News Publishers Association Awards: First and fifth place: Coverage of Local Government (Weeklies 4,300 and under); Fifth place: Writing (Weeklies, 4,300 and under); First, second & third place: In-depth reporting (Weeklies 4,300 and under)

