



ARIEL PARRELLA-AURELI

JOURNALIST & EDITOR

I'm a Chicago freelance journalist and the editor-in-chief of the hyperlocal news site LoganSquarist, dedicated to Logan Square. I'm also a digital content producer at WBBM Newsradio/Entercom.

CONTACT

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LANGUAGES

English

Italian

Spanish

SKILLS

- Digital content production
- HTML, CMS, SEO, data scraping
- AP style
- Adobe Creative Suite
- Collaborative
- Deadline-driven
- Detail-oriented
- To-Do lists

REFERENCES

Kate Hamilton, founder & publisher, LoganSquarist
kate@logansquarist.com
(630) 448-0027

Ryan Arnold, president, DeSoto & State Communications
ryan@desotostate.com
(312) 600-7380

WORK EXPERIENCE

2018 - PRESENT

DIGITAL CONTENT PRODUCER AT WBBM NEWSRADIO

- Develop content for WBBM's digital platforms
- Produce original stories for website
- Execute and manage, professional messaging of radio and website content on social media, audio services and newsletter distribution
- Optimize daily content using SEO strategies
- Engage with staff to excel in digital reporting

2017 - PRESENT

EDITOR-IN-CHIEF AT LOGANSQUARIST

- Report on neighborhood news
- Manage all editorial duties, oversee coverage
- Edit, fact check and publish content from writers
- Manage social media to promote stories, photos, spread engagement with the community
- Optimize daily content using SEO strategies
- Recruit writers, expand staff and share mission through digital and in-person efforts

SUMMER 2017

EDITORIAL ASSISTANT AT HUMAN CAPITAL MEDIA

- Reported on business, HR, wellness, company leaders, corporate trends
- Was responsible for creating weekly newsletters
- Conducted extensive research on legal, business, corporate and wellness topics
- Compiled data hot lists

2016 - 2017

ARTS & CULTURE EDITOR AT COLUMBIA CHRONICLE

- Wrote national and local arts & culture stories
- Managed the arts & culture print section
- Oversaw reporters, freelancers and assisted in sourcing, pitching, editing, structure, print layout
- Participated in weekly editorial meetings
- Wrote commentaries and reviews

EDUCATION

2014 - 2017

COLUMBIA COLLEGE CHICAGO, MULTIMEDIA JOURNALISM

Dean's List, Magna Cum Laude

ORGANIZATIONS

CHICAGO JOURNALISTS ASSOCIATION

SAG-AFTRA