



# ARIEL PARRELLA-AURELI

JOURNALIST & DIGITAL CONTENT PRODUCER

*I'm a freelance journalist in Chicago 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

(505) 310-1321

[arielparrella@gmail.com](mailto:arielparrella@gmail.com)

[arielparrella.com](http://arielparrella.com)



@arielparrella

## LANGUAGES

English

Italian

Spanish

## SKILLS

- Social media
- 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](mailto:kate@logansquarist.com)  
(630) 448-0027

## 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

EXECUTIVE BOARD, CHICAGO JOURNALISTS ASSOCIATION

SAG-AFTRA