

Zoe Malin

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EDUCATION

Northwestern University Medill School of Journalism, Evanston, IL

Bachelor of Science in **Journalism** | Minor in **Gender Studies** | Anticipated June 2022

Honors and GPA: GPA 3.8/4.0 | Dean's List

Relevant courses: Reporting and Writing | Multimedia Reporting | Media, Law and Ethics | Environmental Reporting | Native American Issues and the Media

RELEVANT EXPERIENCE

NBC News, *Digital editorial intern for NBC News Shopping* Remote | June 2020—August 2020

- Wrote and pitched articles for NBC News Shopping's website
- Produced social media copy for posts published on NBC News' Facebook page
- Interviewed experts on topics ranging from holiday sales to skincare solutions
- Created and optimized articles in NBC's CMS, including product widgets, which are backend components of an article that have to be tracked and coded
- Coded affiliate links through Skimlinks, Rakuten, Amazon, CJ Affiliate and more

GoGo Social, *Social media content creator* Chicago, IL | January 2020—Present

- Work with clients across the United States to develop social media strategies for their businesses
- Publish content on Instagram, Facebook, Twitter and Pinterest
- Use Later and Hootsuite to publish custom images and captions
- Evaluate social media analytics and adjust social media strategy accordingly

The Daily Northwestern, *Reporter and photographer* Evanston, IL | September 2018—Present

- Write daily articles about Northwestern University and the City of Evanston
- Lead beat reporting on Evanston business, Northwestern admissions, student services and alumni
- Take photographs and produce photo spreads for print and digital platforms
- Build relationships with key sources and pitch stories to editors

Spoon University, *Editorial director* Evanston, IL | September 2018—Present

- Lead the publication of a quarterly print magazine, edit articles and organize layout
- Train editorial staff in reporting stories, interviewing sources, writing articles and media ethics
- Source advertisers, plan magazine launches and develop social media promotional materials
- Contribute articles about food, health and wellness for Spoon Northwestern's website and print magazine

Newsday Media Group, *Digital lifestyle intern* Melville, NY | June 2019—August 2019

- Generated articles and photo lists for Newsday.com, and launched two digital projects
- Published a three-page print feature for Newsday's Explore Long Island section, circulation 150,000
- Produced and managed content through Atex Contributor Tool (ACT), DM Desk and Polopoly
- Analyzed readership data using Metrics for News and content analytics using Chartbeat

ADDITIONAL INFORMATION

Skills: Non-fiction writing | News and feature reporting | Photography | Videography | Social media content creation | Search engine optimization | Keyword research | Interviewing sources | Copy editing | Basic video and audio editing | Basic graphic design | Content management systems | Coding affiliate links

Advanced proficiency: Hootsuite | Later | AirTable | Google Trends | Squarespace | iMovie | Canva | MailChimp | BrightEdge | Microsoft Office Suite | Google Suite | Instagram | Facebook | Twitter | LinkedIn | YouTube | Pinterest | Snapchat | Atex Contributor Tool | DM Desk | Polopoly | Metrics for News | Chartbeat | Smart Sheets | Parse.ly | Social Flow

Recognition: Northwestern University Best of Medill School of Journalism Award: Exemplary Work in News | Society of Professional Journalists Mark of Excellence Award: Non-Fiction Magazine Article Finalist | New York Press Association First Place Award: Best Public Service or Non-Profit Special Section