

Benjamin Jacobson

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I am an award-winning journalist, editor and marketing content writer/strategist. I have extensive experience in governmental/political reporting, agricultural marketing, social media strategy and all forms of narrative storytelling.

Experience

AUGUST 2020 – PRESENT

Owner / Dogweed Writing, LLC, Dubuque, Iowa

Dogweed Writing specializes in content marketing and social media strategies, internal and external communications and short- and long-form writing/editing projects.

APRIL 2012 – MAY 2020

Assistant local content editor / Telegraph Herald, Dubuque, Iowa

I oversaw a team of reporters, news clerks and a graphic designer while helping dictate the editorial direction of a daily newspaper. I also wrote news stories, feature stories and columns, and I supervised development of special sections focused on specific issues.

JUNE 2011 – APRIL 2012

City reporter/photographer / Clinton Herald, Clinton, Iowa

APRIL 2010 – JUNE 2011

Reporter/photographer / Dyersville Commercial, Dyersville, Iowa

Education

DECEMBER 2009

BA in Communication, journalism track / Clarke University, Dubuque, Iowa

Distinctions

- Genevieve Mauck Stoufer Outstanding Young Iowa Journalist Award, 2014
- Jay P. Wagner Prize for Young Journalists, 2015
- INA Master Columnist, 2018
- Multiple AMA awards, including contributions to client firm's two Agency of the Year wins

Skills

- Knowledge of multiple CMS platforms, including Hubspot, Cision and Blox
- Experience with SLR photography, videography and video editing software

- Familiarity with Adobe's creative suite, including InDesign and PhotoShop
- Experience with multiple data analytics and reporting platforms