

SABELA OJEA

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WSJ CORPORATE FINANCE REPORTER

Corporate finance reporter with **six years of experience** covering breaking news and developing enterprise stories, with a special focus on the **retail industry**. Featured in **The Wall Street Journal** (in print and online,) **Reuters**, Marketwatch, CNN, U.S. News. **Winner of Best in Business' SABEW award** for WSJ enterprise feature 'The Estée Lauder Family Built a Beauty Empire. A Succession Rift Threatens It.' **Fluent in English, Spanish, French**. Based in New York City. Previously in Barcelona, Madrid, Paris, L.A.

STRENGTHS AND EXPERTISE

Business Journalism	Retail Industry coverage	Speed/Accuracy
Sourcing	Investigative Journalism, Analysis	Works well under pressure
Enterprise Reporting	Spanish, French Fluency/Translation	Flexibility
Breaking News	Visual storytelling, Field Production	Social media

PROFESSIONAL EXPERIENCE

The Wall Street Journal

New York, September 2022 - Present

Breaking News Reporter, U.S. Corporations

Covered a wide range of breaking financial news for The Wall Street Journal and Dow Jones Newswires, and specialized in the coverage of retailers and consumer goods giants such as Estée Lauder and Procter & Gamble, and cash-trapped companies like Rent the Runway, Rite Aid and Peloton.

Accomplishments:

- **EXCLUSIVE** on Estée Lauder's succession plan after the beauty giant lost over \$45 billion in stock valuation in a year. The story recently won a Best in Business Award from the SABEW following months of deep reporting through SEC filings and industry sources.
- Interviewed over 20 executives --including Estée Lauder's CEO and P&G's, Levi's and Mattel's CFOs, and analysts to publish exclusive content while building on my list of sources, and collaborated on all kinds of topics with different reporters and editors within the newsroom
- U.S. breaking news financial reporter with more analysis pieces published in 2022
- In charge of the real-time news late shift, adding responsibility to my role as a breaking news reporter
- A-HED on the deodorant-fever in the U.S.
- Feature on Rite Aid's financial problems
- Front-page story on Procter & Gamble's pricing strategy and U.S., European consumers' reaction to it as an example of my multiple collaborations to the WSJ's corporate bureau

Retail, banking corporate finance reporter - UK, EMEA

Barcelona, Sept. 2019 - Aug. 2022

-Monitored news, selected and delivered breaking news and headlines in less than 15 minutes and 15 seconds, respectively. Covered the U.K. 's banking, finance and retail sectors, as well as Spain's politics for The Wall Street Journal.

Accomplishments:

- The Wall Street Journal special report: "Millennials' passions haven't affected how they invest"
- Covid-19 pandemic coverage, from which I'd highlight the feature "Luxury-hotel owner opens her doors to Coronavirus patients," published both online and in print in the U.S.
- Strong analysis pieces on AB Foods' Primark, Burberry and ASOS, published at WSJ Pro
- Contributions to The Wall Street Journal's Southern European, Risk & Compliance bureaus

Reuters

Madrid, June 2018 - July 2019

Correspondent trainee program, Multimedia News producer

- Multimedia reporter: pitched, produced (shotlists, scripts, video editing) and wrote original stories focused on political, economic and social topics
- Selected video, soundbites and sound elements for multimedia stories
- Researched and generated ideas for new stories, content and formats to engage clients
- Communicated with different bureaus, senior correspondents and news editors, producers and operations staff on a worldwide basis.

-Highlights included coverage of Spain's 2019 general election, the Catalan trial against pro independence politicians and the "Wolf Pack" case

Accomplishments:

- **Wider Image:** "Placards outside monastery expose abuse in Spanish Church," considered by Reuters global managing editor Nick Tattersall as one of the standout stories published in 1Q 2019 because of "its sensitivity and power."
- Coverage of the European Central Bank from Spain: "ECB's De Cos says need to see if some risks to growth more persistent."
- Multimedia feature: "Blind Spanish surfer says sea sets her free, goes for world title," **used by more than 120 channels worldwide.**
- Multimedia feature: "Wary of Trump's USA, Central American migrants find only despair in Spain."

MAPFRE Foundation

Madrid, Dec. 2016 - June 2018

Associate producer / Content creator

-Created digital content for social media channels, launched and produced spots for social media projects

Prior to that, I worked for the music app RockMAP, where I first developed my interview and video editing skills

EDUCATION

- Two bachelor's degrees in Journalism and Humanities from University Carlos III of Madrid, Spain. Uc3m is considered one of the 50 best universities in the world (Ranking QS, Top Fifty under fifty)
- **Honours in International Affairs**
- Sophomore year abroad in Colton High School, California