



ARIONNE NETTLES

Digital Editor - Content Marketer

C (773) 571-4707
E hello@arionne.com
P work.arionne.com

EDUCATION

Medill School of Journalism, Northwestern University | Evanston, IL
Master of Science in Journalism - June 2016
Interactive Magazine Specialization
Honors: Kappa Tau Alpha National Journalism Honor Society
Harrington Award for Magazine Writing and Editing

School of Business & Industry, Florida A & M University | Tallahassee, FL
Bachelor of Science & Master of Business Administration - April 2008
(Combined Program)
Honors: Magna cum laude

JOURNALISM EXPERIENCE

The Associated Press | Chicago, IL
Multiformat Editor, Temporary Newsperson — February 2017–July 2017
Edited text (in broadcast and print style) and video stories for AP's central region, which covers 14 states. Promoted stories on social media. Used online tools for breaking news reporting and gathering user generated content such as images and videos for publishing. Monitored website analytics and ran social media reports. Covered evening editor and Sunday supervisor shifts.

Freelance Writer & Media Entrepreneur | Chicago, IL — Nov. 2010–Present
Contribute to national print and digital publications such as JET Magazine, Conscious Magazine, and BlackDoctor.org. Conduct one-on-one interviews and cover events with A-list celebrities. Create content marketing strategies for small businesses and personalities with a focus on digital and social media strategy. Run social media accounts, manage social campaigns, and build websites for clients. Develop proprietary digital magazines and websites.

Chicago Defender | Chicago, IL
Digital Managing Editor — July 2016–November 2016
Early Position: Reporter and Contributing Writer — June 2015–July 2016
Managed website and social media channels. Reported on issues related to Chicago's African-American community such as employment, family structure, and policing. Reporting focus: education, fashion, politics, business, and youth services.

BUSINESS & MARKETING EXPERIENCE

Coyote Logistics | Chicago, IL
Social Marketing Lead — Dec. 2011–Aug. 2014
Early Positions: Intermodal Operations Representative, Corporate Trainer — Aug. 2010–Dec. 2011
Worked as Coyote's online voice in its social media strategy; monitored, analyzed, and reported activity on website, Facebook, Twitter, LinkedIn, YouTube, etc.—doubling the company's following and interaction. Designed sales collateral (case studies, presentations, brochures, etc.) and customer performance reports for sales representatives. Wrote internal and external documents for sales team initiatives. Researched market, competitor, and customer information for strategic decision-making.

International Paper | Memphis, TN
Transportation Planner — Jan. 2007–July 2010
Strategically planned truck, intermodal, less-than-truckload, and rail shipments from paper mills to customers and distribution centers while working to reduce transportation costs. Worked as assistant project manager during the various system mill deployments to new operating systems, often working onsite. Represented the printing & communications paper division and provided up-to-date info on almost 20 mills every day by 9 a.m.

MEMBERSHIPS

National Association of Black Journalists
(Chicago Chapter Board Member At-Large)
Association for Women Journalists
Journalism & Women Symposium

GIVING BACK

Write Chicago | Chicago, IL
Founder — Jan. 2013–Present
Create innovative ways to help Chicago-area teenagers explore creative writing for self-expression in music, film, mass media, and other forms of writing. Design writing workshops, activities, and course curriculum.

SKILLS

Google and social analytics
Campaign management
Wordpress-based website building
CMS-based website editing
Adobe Creative Cloud (Photoshop, InDesign, Premiere, Audition, Illustrator, etc.)
Programming languages (HTML5, CSS, Javascript)
Audio production