



# ARIONNE NETTLES

Digital Editor - Content Marketer

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## 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

**WBEZ** | Chicago, IL

*Digital Producer* — August 2017–present

Works to extend radio storytelling to the digital space. Engage with audiences on social media. Manage audio on the WBEZ website, in apps, and in text stories. Copy edits features and podcasts. Creates graphics, takes photography, edits video, and makes other story-enhancing digital pieces.

**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 14-state central region. 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. 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.

**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 — doubling the company's following and interaction. Designed and wrote collateral (case studies, presentations, brochures, etc.) 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.

## 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

## MEMBERSHIPS

National Association of Black Journalists  
(Chicago Chapter Vice President, Digital)

## GIVING BACK

**Write Chicago** | Chicago, IL — Jan. 2013–Present

Create innovative ways to help Chicago-area teenagers explore creative writing. Design writing workshops, activities, and course curriculum.