



ARIONNE NETTLES

Journalist

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JOURNALISM EXPERIENCE

Medill School of Journalism, Northwestern University | Chicago, IL

Lecturer — September 2019–present

Early Position: Adjunct Lecturer — September 2018–August 2019

- Serves as the publisher of the Medill Reports website, guiding graduate student reporters
- Teaches both undergraduate and graduate curriculum in the areas of news reporting and writing, interactive storytelling and using multimedia

WBEZ | Chicago, IL

Digital Producer — August 2017–present

- Copy edited stories and engaged with audiences on social media
- Created graphics, took photos and edited video
- Coverd arts and culture for web and radio
- Developed new collaborate strategy with NPR's digital team
- Hosted and produced WBEZ's first video series

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 gathered 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

Chicago Defender | Chicago, IL

Digital Managing Editor — July 2016–November 2016

Early Position: Reporter — 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
- Covered events in education, fashion, politics, business and youth services

Freelance Writer & Media Entrepreneur | Chicago, IL — Nov. 2010–2017

- Contributed to national print and digital publications
- Created content marketing strategies for small businesses and personalities with a focus on digital and social media strategy
- Ran social media, managed social campaigns and built websites for clients

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

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 paper mill deployments to new operating systems

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

SKILLS

Google and social analytics

Campaign management

Wordpress-based website building

CMS-based website editing

Adobe Creative (Photoshop, InDesign, Premiere, Audition, etc.)

Programming languages (HTML5, CSS, Javascript)

Audio production

MEMBERSHIPS

National Association of Black Journalists

GIVING BACK

Write Chicago | Chicago, IL — Jan.

2013–Present

Help Chicago-area teenagers explore writing; design workshops and curriculum.