



# 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 for graduate students
- Teaches both undergraduate and graduate curriculum in the areas of news reporting and writing, interactive storytelling and using multimedia
- Created a new Intro to Podcasting course with a focus on narrative audio

### 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 Newspaper* — 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.