

Media technologist specializing in product and story development from concept to execution with experience as a journalist, designer and developer working at organizations including Digital First Media's Project Thunderdome, the Associated Press, the Huffington Post, AOL and the International Herald Tribune. Organizer of global media tech groups. Public speaker and SXSW panelist. Launched Huffington Post Media Group Publications including ebook based on a Pulitzer Prize winning series. Knows how to pinpoint talent and get things done with limited resources. Experience in editing, social media, data visualization, news team coverage coordination, user experience, SEO, SMO, writing, video, user testing, training, newsletters, market research, analytics and monetization.

professional experience

Digital First Media | Special Projects Editor | New York | 2013 - 2014

Developed stories, products and partnerships on the national editorial team of the second largest newspaper company in the country by circulation with more than 100 print publications – including The Denver Post, San Jose Mercury News and the Salt Lake Tribune – reaching 50 million Americans online in 18 states.

- Kept track of projects and staff resources collaborating with interactive, video and editorial teams, as well as senior management.
- Helped reporters and editors develop and execute story ideas.
- Worked as liaison between national sales and editorial staffs helping to create sales opportunities.
- Managed national special sections collaborating with local sales and editorial staffs.
- Developed and implemented strategic partnerships with companies including TravelZoo, Time and U.S. News.
- Organized informational, inspirational and brainstorming sessions for staff.
- Conducted audience and user-centered design research.
- Editorial and product lead for the travel, pets and autos content verticals.

Huffington Post | Product Development Director | New York | 2011 - 2012

Created new products and strategies based on user needs, competitive analysis and company goals working with in-house editorial, design, development, sales and legal teams and third-party vendors.

- Managed newsletters across AOL media sites which sent more than 30 million emails a month to 2.3 million subscribers with 6.4 million total subscriptions.
- Handled creation and maintenance of special pages for big news events, reporter series and partnership deals. Increased page views to 10.5 million a month.
- Worked with Pulitzer Prize winner David Wood on ebook "Beyond the Battlefield" and awarded series.
- Launched Huffington Post Media Group Publications handling publication, distribution and promotion. Worked as editor on first book, "A People's History of the Great Recession" by Arthur Delaney.
- Coordinated election products for politics section which has around 13 million monthly pageviews.
- Helped develop strategies for social media, commenting and profiles across AOL's sites.

AOL | Senior Developer | New York | 2009 - 2010

Made games and page-takeovers to create integrated ad/content experiences.

- Built Flash, JavaScript and desktop AIR tools and applications.
- Created demos for user testing of new products, pages and sites.

ASSOCIATED PRESS | Multimedia Journalist | Washington | 2007 - 2009

Designed and developed data-rich interactives that leveraged the breadth of AP reporting across the organization globally and in all our formats - video, photo, audio, web and writing.

- Established ActionScript coding standards, including creating and maintaining AP's AS 3.0 code library.
- Created AP's first interactive templates, including video, slide show, timeline, state and county templates
- Trained multimedia team on Flash development, ActionScript, web design and UI.
- Lead designer, developer for key interactives for Campaign Plus, a 2008 Presidential election product earning about \$3 million, including AP's election night map with live results for every major U.S. race.

other professional experience

- DOW JONES MarketWatch.com | Washington Correspondent | Washington, D.C. | 2007
- INTERNATIONAL HERALD TRIBUNE, New York Times Co. | Web Production Intern | Paris | 2006
- NEWS21, Carnegie-Knight Initiative | Fellow, Designer | Chicago, Washington D.C. | 2006
- AOL Web Properties | Designer, Design Intern | Columbus, OH | 2000 - 2005

Beth Davidz

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education

M.S.J., Master of Science in Journalism | Northwestern University Medill School of Journalism
Evanston, IL | 03/2007 | Graduate program in Reporting and Writing

B.A. Journalism, Cum Laude with Honors and Distinction | The Ohio State University
Columbus, OH | 12/2001 | Graduated Phi Beta Kappa | Majors: Journalism and Anthropology

B.A., Cum Laude with Honors | The Ohio State University
Columbus, OH | 12/2001 | Major: French

awards

- People's Choice Webby Award for live coverage of President Barack Obama's inauguration, 2010
- Malofiej 17 Bronze for Online Feature, 2009
- Third place for the 2009 White House News Photographers Association Best Multimedia Package
- 2008 Associated Press Managing Editors Award for Best Use of Multimedia
- Associated Press "Beat of the Week" (First interactive to win this award given weekly to the best work by AP newsmen.)

speaking engagements

- **SXSW Interactive | March 2012** | Austin, Texas | Panel "Enhanced Interrogation: The Modern-Day Interview"
- **Geekend Roadshow | October 2011** | Boston, Mass. | Panel "Should I Stay or Should I Go?"
- **ONA Conference | September 2011** | Boston, Mass. | Solo talk "Playing with Video: Trends in Interactivity"
- **SXSW Interactive | March 2011** | Austin, Texas | Panel "Should I Stay or Should I Go?"

computer skills

JavaScript, jQuery, HTML, CSS, XML, WordPress, Photoshop, Illustrator, Flash, ActionScript, FinalCut Pro, InDesign, WordPress, QuarkXPress, Microsoft Suite, Dreamweaver. Also some experience with: Flex, AIR, Flash Media Server, After Effects, Premiere, Ruby on Rails, PHP, MySQL, ArcMap, Audacity

other

Hacks/Hackers | Art Director, Organizer | New York | 2010 - present

- Created the branding and maintain the style guide for the international journalism-technology organization with more than 10,000 members worldwide.
- Support the local chapters across the United States, the Americas, Europe, Africa and Australia by providing chapter-specific logos, setting up Meetup groups and assisting with hack-a-thons.
- Found writers for the Poynter series, Hacks/Hackers How Tos.

Online News Association | 2010 Career Summit Organizer, 2008 Track Captain, Volunteer | 2008 - present

- Organized and planned 2010 career summit, an event aimed at helping journalists find work.
- Recruited industry leaders for panel discussions on the journalism jobs market and tips for landing a job.
- Worked with conference and job fair organizers to align the summit with the rest of the 2010 ONA conference.
- Helped plan and organize the 2008 Online News Association conference in D.C.
- As captain for the "How'd They Do That" track, developed and oversaw seven hour-long sessions which included speakers from the L.A. Times, National Geographic and The New York Times.